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Filing date: **12/22/2014**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92057344
Party	Plaintiff Cloudpath Networks, Inc.
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Signature	/Craig Neugeboren/
Date	12/22/2014
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## Your Progress

# Welcome to Cloud Path!

## Register your cloud

Before you can use Cloud Path, you need to register your cloud provider information for the account. Register your cloud provider information here.

### Where Can I Find My Cloud Provider Information?

Vendor	Description	Cloud Vendor Status	Action
Amazon EC2	Enter your cloud API credentials here and click the Register button. Cloud Path will verify your credentials with your selected cloud provider.	Not Registered	<a href="#">Add</a>

Enter account details for Amazon EC2 Cloud

AWS Access Key:

AWS Secret Key:

Shortcuts

Registration

Getting Started Wizard

Migration Wizard

Electronic Support

Exit

RAC000078

Your Progress



# Welcome to Cloud Path!

Enter your SCE credentials here and click the Register button. Cloud Path will verify your credentials with SCE.

## Register your cloud

Before you can use Cloud Path, information for the account. Reg

Enter account details for IBM SCE Cloud

**My IBM ID:** [Redacted]

**My IBM Password:** [Redacted]

Cloud Path needs the login

Register Test Delete Cancel

Where Can I Find My Cloud Ve

Vendor	Description	Cloud Vendor Status	Action
IBM SCE	IBM SCE Cloud	Not Registered	Add
SoftLayer	SoftLayer CloudLayer Cloud	Not Registered	Add

Exit Help Take a Tour

USA

Shortcuts

Registration

Getting Started Wizard

Migration Wizard

Electronic Support

Your Progress

# Welcome to Cloud Path!

## Register your cloud credentials

Before you can use Cloud Path, we need some information from you. For each cloud vendor account you want to migrate services to, Cloud Path needs the login information for the account. Register

Enter your CloudLayer credentials here and click the Register button. Cloud Path will verify your credentials with CloudLayer.

Enter account details for SoftLayer CloudLayer Cloud

Username:

API Key:

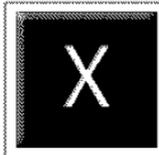
Register Test Cancel

Where Can I Find My Cloud Vendor

Vendor	Action
IBM SCE	Update
SoftLayer	SoftLayer CloudLayer Cloud  Not Registered  Add

Exit Help Take a Tour

- Shortcuts
- Registration
- Getting Started Wizard
- Migration Wizard
- Electronic Support



## Where Can I Find My Cloud Vendor Credentials -

You are here:

[Home](#)[Cloud Path Documentation](#)[Where Can I Find My Cloud Vendor Credentials -](#)Category: [Cloud Path Documentation](#)

### Problem

You need to add or update credentials for one or more cloud vendors in Cloud Path but you do not know where to find the credentials.

### Background

Cloud Path must have valid account credentials for each cloud vendor account it must access to perform a deploy operation (either a standalone deploy operation or a deploy operation that is part of a migration).

### Solution

The following table lists the credentials required by each cloud vendor and describes where to locate the credentials:

Vendor	Credentials	Location

Tasks

Capture

66.216.100.99 ✓ SUCCESS

10.12.31.19 ✓ SUCCESS

Deploy

default 0%

default 0%

Source Servers

Search:

Server Name	Agent Status	Server Type	Operating System	Last Captured	Cloud
10.12.31.19	capturing	x86_64	CentOS_Linux-6.4_*-x86_64		
66.216.100.99	capturing	x86_64	CentOS_Linux-6.4_*-x86_64	2013-11-01 13:28:24	

Once the Capture process completes, an entry for each new cloud server is created under the Deploy section and we begin to provision a new cloud server with your captured image.

Your captured image is automatically destroyed once the migration is complete, unless you chose to save your image in the image library in the Migration Wizard.

Page 1 of 1

Refresh Migrate Remove from Inventory Home

Tasks

Capture

66.216.100.99 ✓ SUCCESS  
10.12.31.19 ✓ SUCCESS

Deploy

awstu2 ✓ SUCCESS  
awstu1 ✓ SUCCESS

Source Servers

Search:

Server Name	Agent Status	Server Type	Operating System	Last Captured	Cloud
10.171.39.66	running	x86_64	CentOS_Linux-6_4_*-x86_64		
10.147.199.151	running	x86_64	CentOS_Linux-6_4_*-x86_64		
10.12.31.19	running	x86_64	CentOS_Linux-6_4_*-x86_64	2013-11-06 10:26:57	
66.216.100.99	running	x86_64	CentOS_Linux-6_4_*-x86_64	2013-11-06 10:26:58	

The Migration has completed. You can pull up detailed Task Status by clicking on the progress bar or hyperlink.

Note that your newly deployed cloud servers appear in your Source Servers list. You can remove the Migration Agent at this point and they will no longer appear in the Cloud Path console.

Page 1 of 1

Refresh Migrate Remove from Inventory Home

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The logo for Cloud Path features the word "Cloud Path" in a large, bold, sans-serif font. The letter "o" in "Cloud" is replaced by a stylized globe with horizontal lines. Above the text are three curved lines representing clouds.

# Cloud Path

Thank you for completing the Cloud Path Click Through Tour!

[Sign Up For Cloud Path](#)

[Learn More About Cloud Path](#)

[Return to Racemi Website](#)

Shortcuts

Registration

Getting Started Wizard

Migration Wizard

Electronic Support

Exit

RAC000084



## Racemi Cloud Path Case Study



### At A Glance

**Partner:** Five Point

**Industry:** IT Services,  
Consulting, Systems  
Integrator

**Use Case:** Migrate client  
CRM, ERP, and other  
business critical applicatons  
to Amazon Web Services

**Labor Savings:** On average,  
Cloud Path saves 4-6 days  
of manual labor per appli-  
cation migrated vs. Amazon  
Import tools or building  
from scratch.

**Cost Savings:** est. \$2,000-  
\$3,000 per application



### Partner Profile

**Five Point** provides IT consulting services to utilities, energy providers, mining, and transportation companies. They routinely assist their clients with the entire lifecycle of their systems, from selection and advisory, to implementation and managed services. Five Point is headquartered in Atlanta, GA, USA with additional offices in Australia and the Philipines and employs over 250 people worldwide.

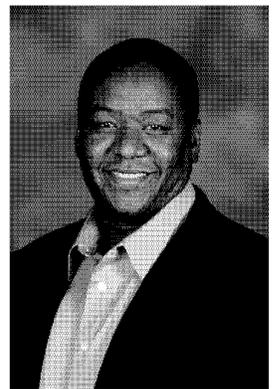
### Use Cases

Five Point primarily uses **Racemi Cloud Path** for migrating their clients **business critical applications** from private data centers or hosted facilities to Amazon Web Services. Additionally Five Point uses Cloud Path for migrating some internal engineering workloads into AWS for development and test.

### Migrating Applications

A fast track Five Point client engagement often involves migrating **applications into Amazon EC2** as part of a hybrid cloud configuration. Previous to partnering with Racemi, a typical application migration **using AWS import tools easily took 5-7 days. By leveraging Racemi Cloud Path, Five Point has reduced that migration time to a single day, significantly reducing labor costs (est. \$2,000 - \$3,000 per application)** and speeding project completion times.

*"Our favorite features of Cloud Path are the Live Capture capability and the automated conversion of the physical server or VM to the AWS platform," says Michael Mwamunga, Director at Five Point. "With AWS import tools, we had to take the server offline and do a lot of manual reconfiguration for it to import successfully into AWS, and then we had to reconfigure the instance once it was live in EC2. Cloud Path elimates all of that headache by allowing me to take a snapshot of the running server and migrate it into AWS with just a few mouse clicks, literally saving us multiple man days of labor per application."*

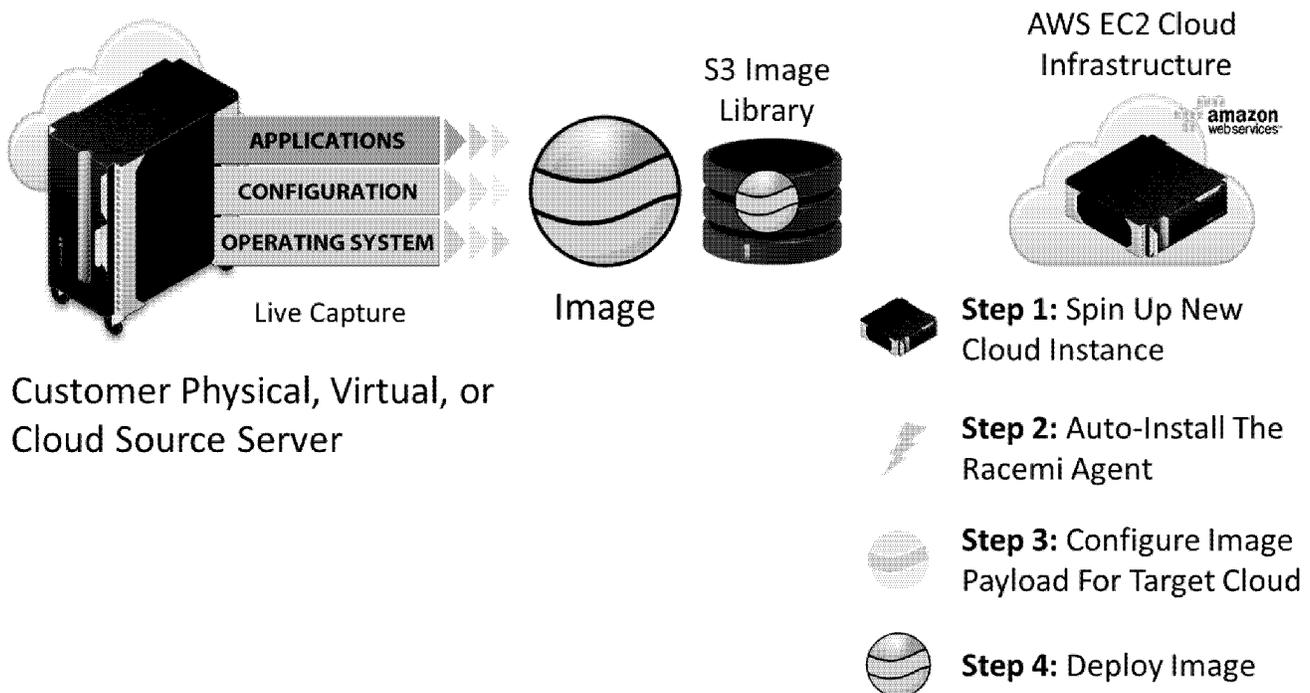


## About Racemi Cloud Path

Racemi Cloud Path is a **Software As A Service hosted on AWS EC2 and S3**. It enables AWS customers to automatically copy their existing physical, virtual, or cloud servers and create them as new AWS EC2 instances. Racemi is a certified **AWS Technology Partner** and member of the AWS Partner Network.

## How It Works

Racemi captures an "image" of the live physical, virtual, or cloud server you wish to migrate and creates a new target server in your EC2 account. Racemi automatically converts this image to run correctly on the AWS platform and provisions it to the newly created EC2 server instance. Images are encrypted over the wire (256 bit SSL) over firewall friendly outbound HTTPS connections. Images are cached in the customers S3 account and can be saved or destroyed automatically once the migration is complete, based on user preference.



## How Is Cloud Path different from AWS Import tools?

Racemi Cloud Path provides a number of unique advantages over the AWS Import Tool.

- Live Capture process - no server down time
- Supports Windows and Linux servers
- Supports physical and virtual servers
- Migrates servers from other cloud vendors
- Supports multiple drives
- No need to unmount CD-ROMs
- Full automation of process saves man days of labor

## Where can I find out more about Racemi Cloud Path?

Visit <http://www.racemi.com/aws>  
or contact us at [info@racemi.com](mailto:info@racemi.com)  
Or visit our AWS Marketplace profile



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**From:** Racemi, Inc. <marketing@racemi.com>  
**To:** jstrayer@racemi.com <jstrayer@racemi.com>  
**Sent:** 12/10/2013 5:21:39 PM  
**Subject:** For A Limited Time - Free Trial of Racemi Cloud Path for AWS

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copy

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**For a Limited Time - Free Trial of**

# Racemi Cloud Path for AWS

Another VERY productive AWS re:Invent conference has come and gone. If you were able to attend the conference and had a chance to stop by the Racemi booth, we thank you.

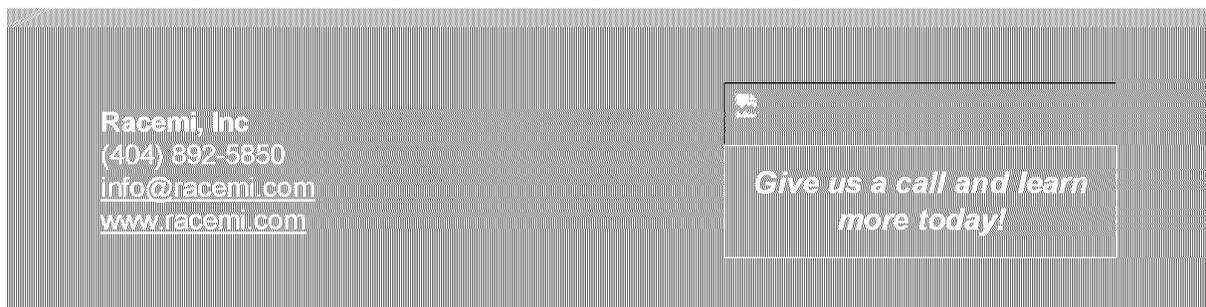
While at our booth, you should have learned about the new Cloud Path for AWS portal and our limited time AWS migration promotion. Until the end of the year, we are giving all customers who register on the [Cloud Path for AWS](#) portal a free 20GB's of bandwidth and storage that can be used for 45 days to try our solution. Simply sign up at the portal and enter the promotion code - REINVENT2013.

In addition, we are introducing a new pricing model for moving AWS workloads. This new model will bill customers based on bandwidth and storage usage rather than a fixed price. This will benefit customers looking to move short-term workloads who in the past may have found the fixed price model cost prohibitive. And as always - you only pay for successful migrations! For more information on the new pricing model, please contact [sales@racemi.com](mailto:sales@racemi.com)

If you have questions, please send us an email to [info@racemi.com](mailto:info@racemi.com).

[Watch a three minute overview](#) of our Cloud Path for AWS migration solution.

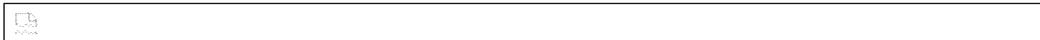
[Cloud Path for AWS](#) resources.



Racemi, Inc  
(404) 892-5850  
[info@racemi.com](mailto:info@racemi.com)  
[www.racemi.com](http://www.racemi.com)

  
*Give us a call and learn more today!*

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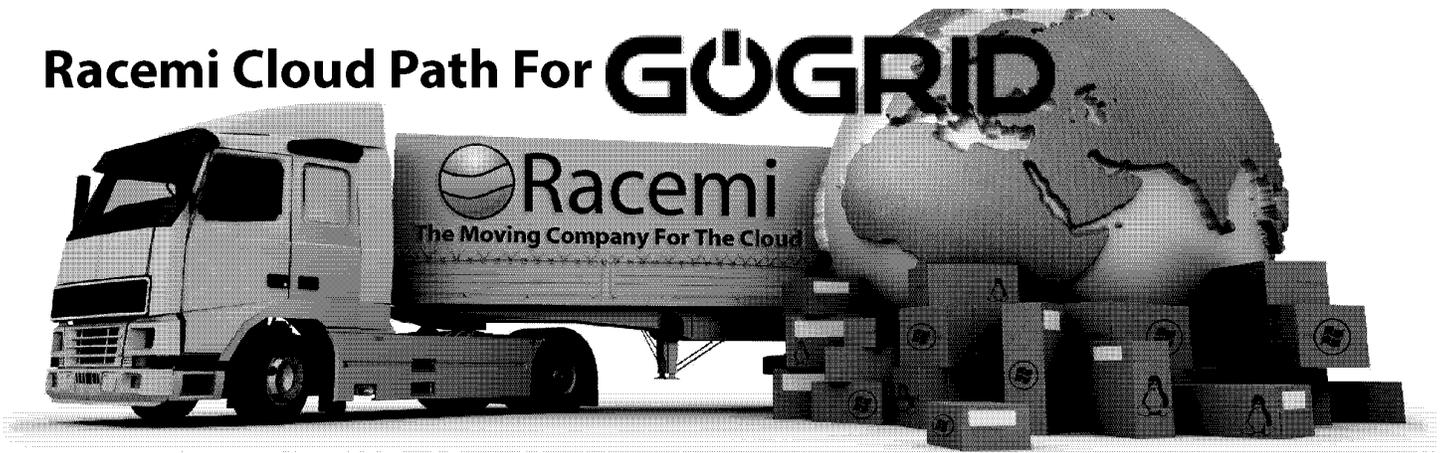
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RAC0000088

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# Racemi Cloud Path For **GOGRID**



## What is Cloud Path for GoGrid?

- Cloud Path for GoGrid is a joint Racemi/GoGrid Software as a Service for migrating customers to GoGrid cloud services.
- Racemi is a leading provider of cloud migration solutions based out of Atlanta, GA. We have been migrating servers between dissimilar physical, virtual, and cloud platforms for over 10 years.

## Free automated migrations for GoGrid Cloud customers

Cloud Path for GoGrid enables **automated migration** of customer's existing servers to GoGrid cloud server instances, free of charge. Main benefits include:

- Support for automated migration of **physical, virtual, and cloud servers**.
- **No infrastructure** to deploy or maintain on the customer site.
- Easy to use, self-service web portal - <https://www.racemi.com/gogrid>
- Live Capture of server means no server downtime.
- Secure upload (SSL), CPU sensitive, can be scheduled for off-peak hours.

## When should I send a customer to Cloud Path for GoGrid?

Cloud Path for GoGrid is for customers who want to **permanently** migrate an existing Windows or Linux application or web server to a GoGrid Cloud Server instance.

## What platforms does Cloud Path for GoGrid support?

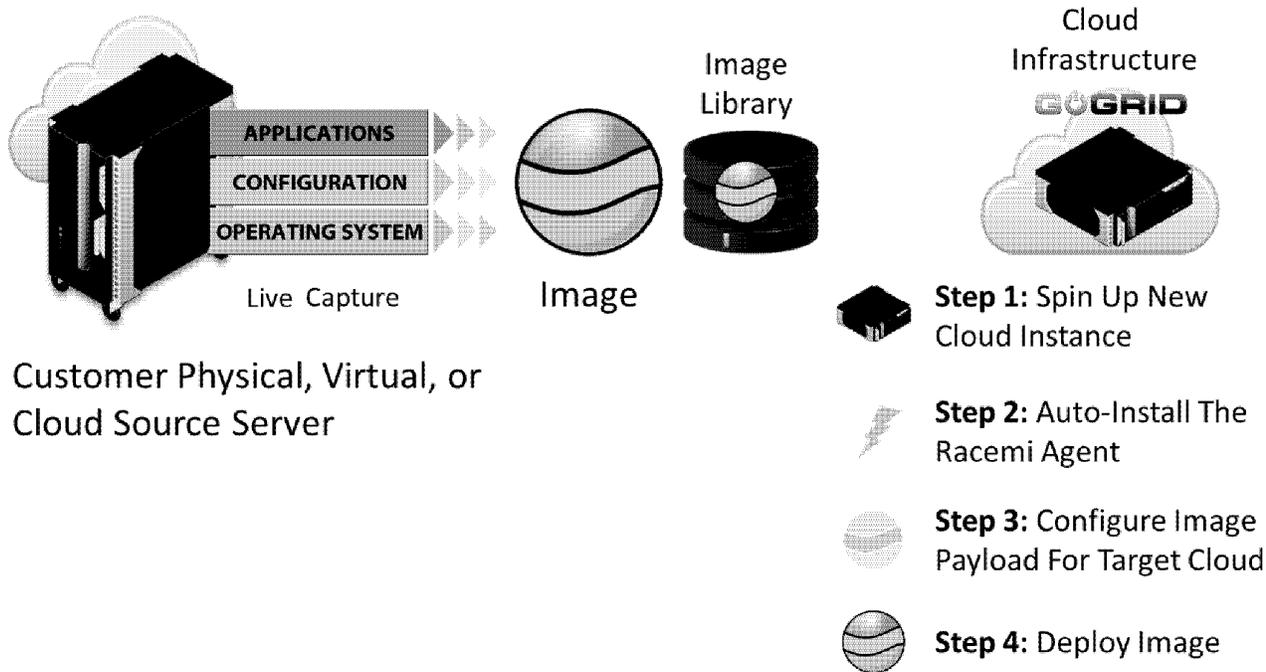
- Source Operating System
  - RedHat Enterprise Linux 5.x and 6.x
  - CentOS 5.x and 6.x
  - Windows Server 2008 R2
- Source Hypervisor
  - vSphere/ESX/i, Hyper-V, Xen, KVM

## Where can I learn more about Cloud Path for GoGrid?

Information on the Racemi website: <http://www.racemi.com/gogrid>

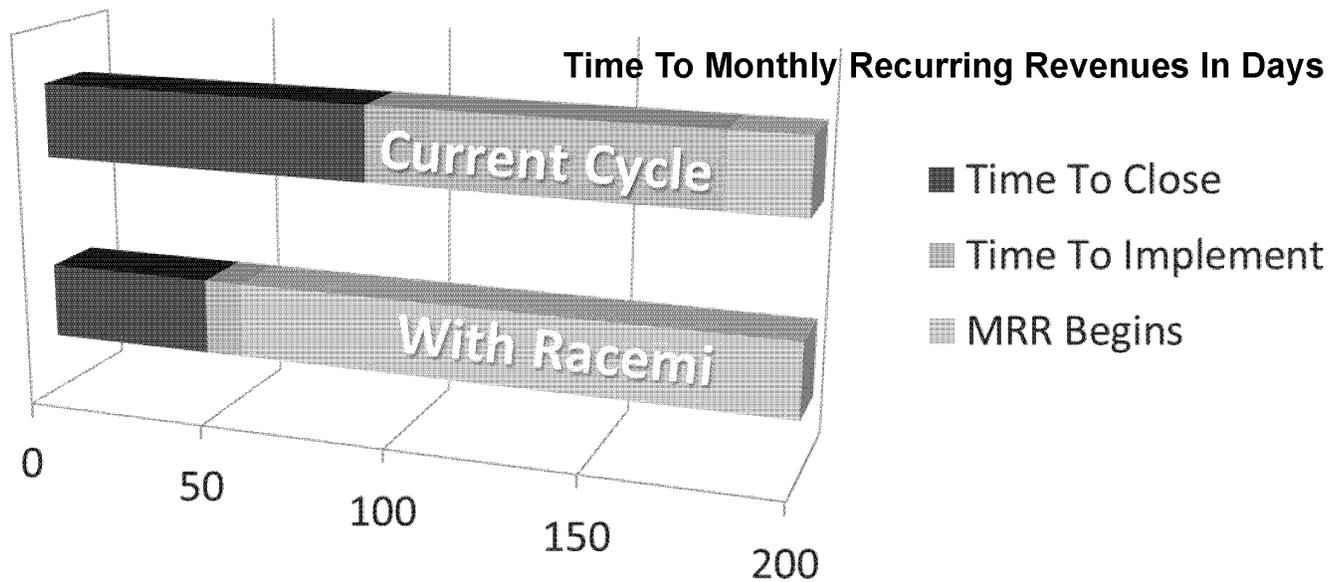
**Racemi Sales Contact:** Madison Sage; **Phone:** 1-678-302-1647; **Email:** [msage@racemi.com](mailto:msage@racemi.com)

How It Works - Racemi captures the entire server “stack” (OS, application, configuration) and automatically configures it to run correctly on GoGrid servers.



Customer Physical, Virtual, or Cloud Source Server

Racemi reduces the time it takes for GoGrid to close opportunities and implement customers.



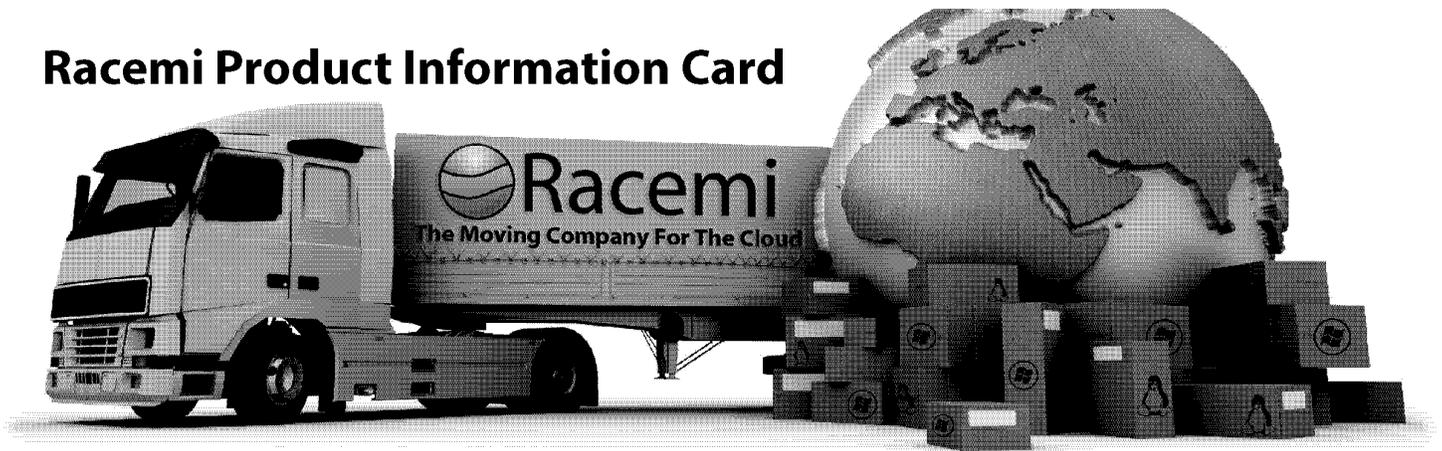
### What People Are Saying

“Racemi and GoGrid ensured our migration was hassle-free, The combination of GoGrid’s flexible, low-cost cloud platform and an automated migration solution made our transition to cloud computing far easier than I’d hoped.” Josh Vermette, founder of Calydonian Interactive

“For beleaguered systems administrators, the prospect of moving physical servers into cloud services from...GoGrid via a point-and-click Web portal is little short of miraculous... Cloud Path should be a fast, low-touch, low-risk way to move into – and between – cloud providers.”

- Rachel Chalmers, 451 Research

# Racemi Product Information Card



## Who Is Racemi?

- A leading provider of cloud migration solutions & services and a GoGrid partner.

## Solutions For Migrating to the GoGrid Cloud

**Cloud Path** is a Software as a Service (**SaaS**) that enables **automated migration** of customer's existing servers to GoGrid cloud server instances, free of charge. Main benefits include:

- Support for automated migration of **physical, virtual, and cloud servers**.
- **No infrastructure** to deploy on the customer site. Simply install the Cloud Path agent and migrate the server via the easy to use web console.
- Easy to use, self-service web portal

Migrations to additional GoGrid hosted environments, including Managed Hosting and Dedicated server migrations, are available through Racemi's experienced Professional Services team. See the **Racemi Services Information Card** for more details

## What platforms does Cloud Path support?

- Source Operating System
  - RedHat Enterprise Linux 4.x and 5.x based platforms (RHEL, CentOS)
  - Windows Server 2008 R2

Additional platforms can be migrated by Racemi's experienced Professional Services team, including Windows Server 2003, RHEL/CentOS 6.x, and more - see the **Racemi Services Information Card** for more details.

## Services Solutions For Assessment, Post-migration Configuration, Data Sync, OS Upgrade, and More.

Racemi Professional Services can help customers with every phase of their migration, including complex scenarios such as performing an OS upgrade as part of the migration project or data synchronization. Available services include:

- Migration Assessment
- Server Migration
- Data Synchronization
- OS Upgrade

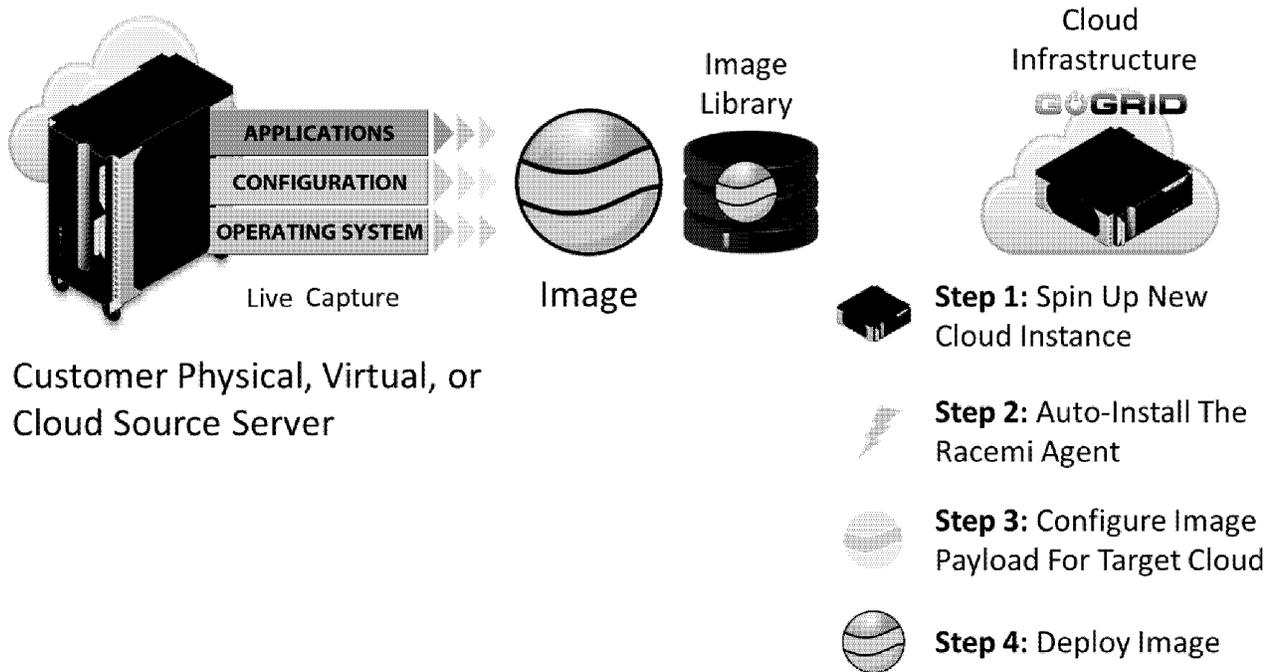
See the **Racemi Services Information Card** for more details

## Where can I or my customer learn more about Cloud Path?

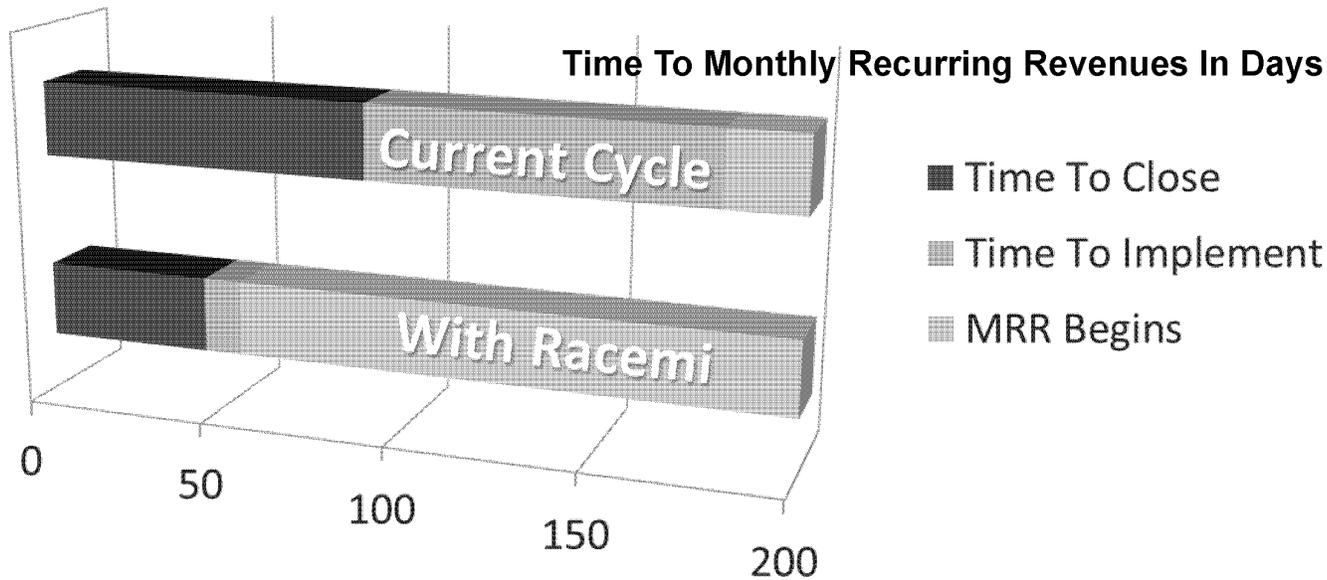
Visit <http://www.racemi.com> OR

Contact **Kathleen Thaxton**      phone: 1-720-244-4897      email: [kthaxton@racemi.com](mailto:kthaxton@racemi.com)

Racemi captures the entire server “stack” (OS, application, configuration) and automatically configures it to run correctly on GoGrid servers.



Racemi reduces the time it takes for GoGrid to close opportunities and implement customers.



### What People Are Saying

“Racemi Cloud Path was the clear choice for migrating my servers into the cloud. It was fast, automated, and easy to use, plus there were no upfront fees or long term contracts to hassle with. I can’t imagine using anything else for my cloud migrations.” - Rajiv Hira, Soci-Ads

“For beleaguered systems administrators, the prospect of moving physical servers into cloud services from...GoGrid via a point-and-click Web portal is little short of miraculous... Cloud Path should be a fast, low-touch, low-risk way to move into – and between – cloud providers.”

- Rachel Chalmers, 451 Research



## Cloud Migration – Have a Plan



Adiascar Cisneros – Director of Operations, Racemi  
Michael Sheehan – Technology Evangelist, GoGrid

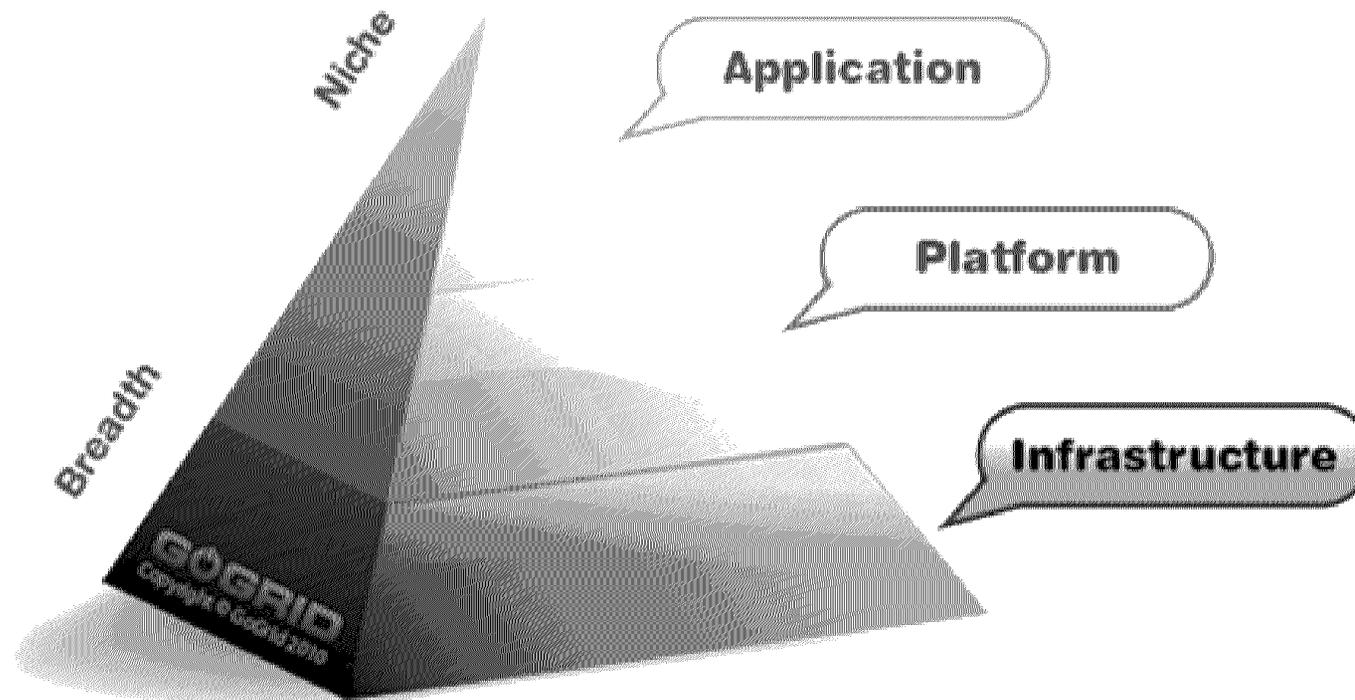
July 2013

## Agenda

- GoGrid Overview
- Migrating to the Cloud
- Racemi CloudPath for GoGrid Demo
- More Information

## The Cloud Pyramid Model

The Cloud Pyramid – A visual representation of cloud computing: each layer builds on the next to create a larger whole



## Typical Reasons to Move to the Cloud

➤ Scalability



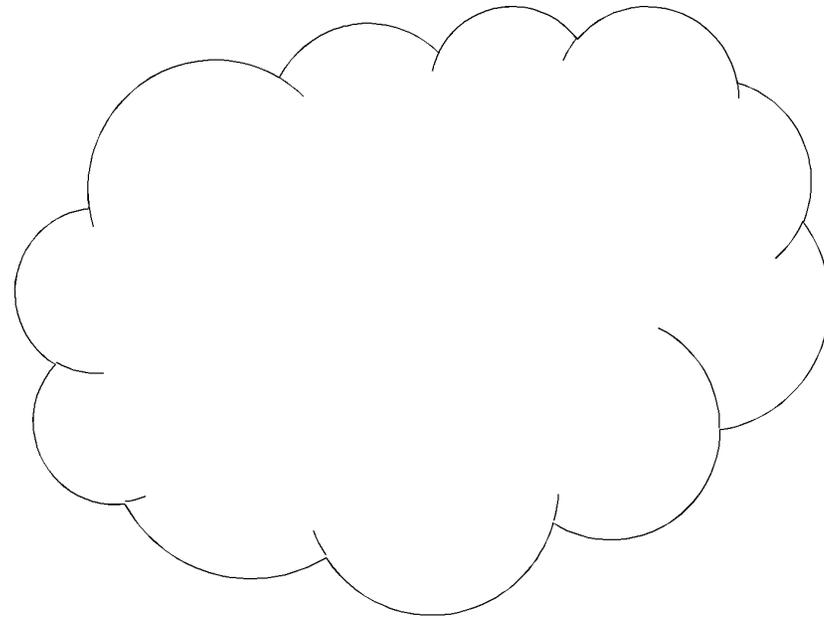
➤ Cost Control



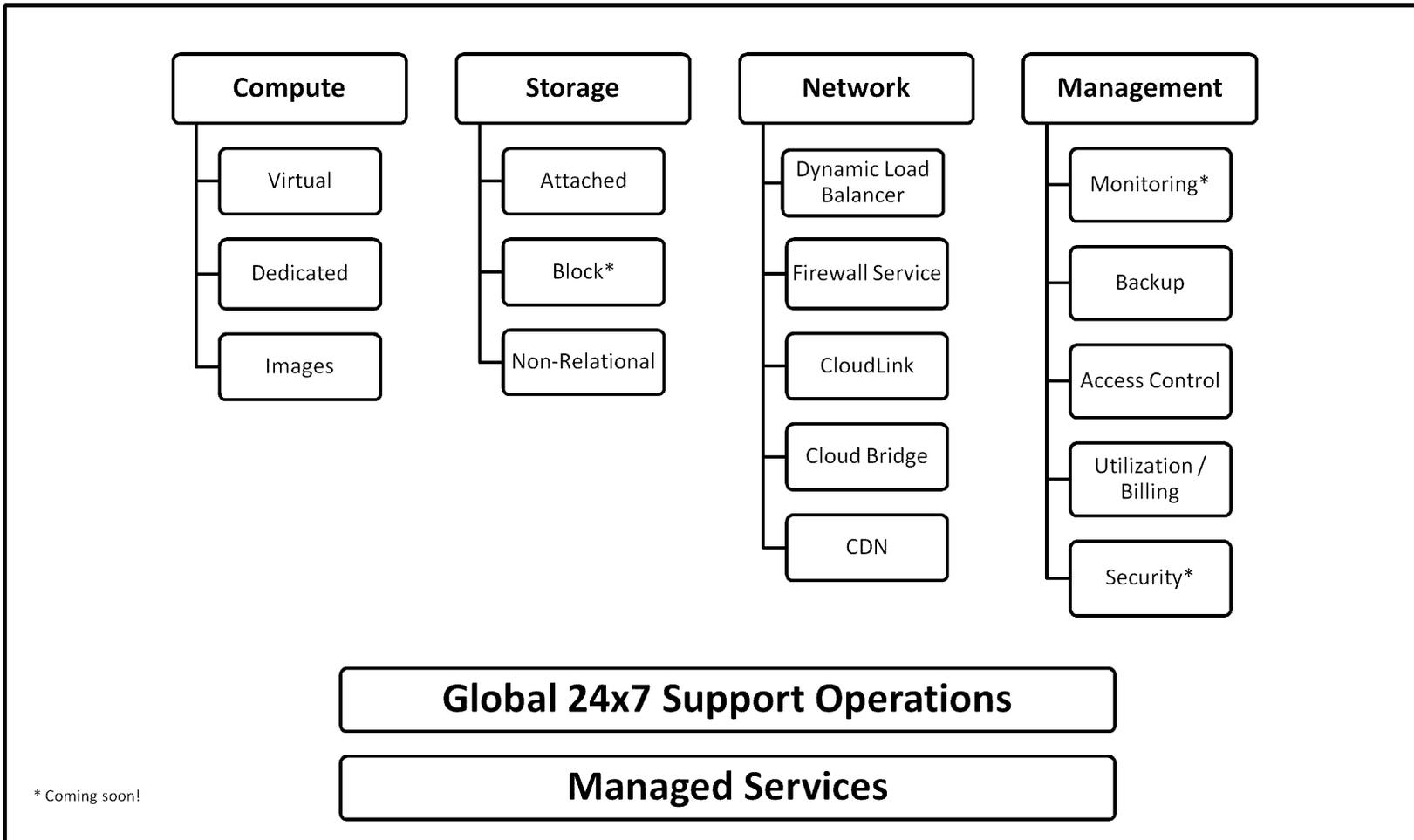
➤ Time-to-Market



➤ Price/Performance



## What We Do: On-Demand Infrastructure



## What We've Built

### Software-Defined Network

- Deliver infrastructure services through software
- Machines, networks, load balancers, firewalls, storage blocks
- Highly available, self-healing, dynamic capacity

### High Performance

- Nodes & storage architected for optimal compute & IO performance
- Software tuned to maximize customer experience

### Trust & Security

- Solutions Architects & Key Account Administrators
- SSAE-16, PCI, HIPAA compliance
- DDoS mitigation, intrusion detection, compromise identification

### Architectural Consistency

- Data centers, network core, PODs, nodes, storage clusters
- GoGrid's Cloud Platform, new feature architecture
- Public & private POP parity

### Visionary Services

- Software-based management console
- Private network configuration
- Firewall security group mirroring

## What Makes GoGrid Unique

### ➤ “Hybrid” Infrastructure Architecture

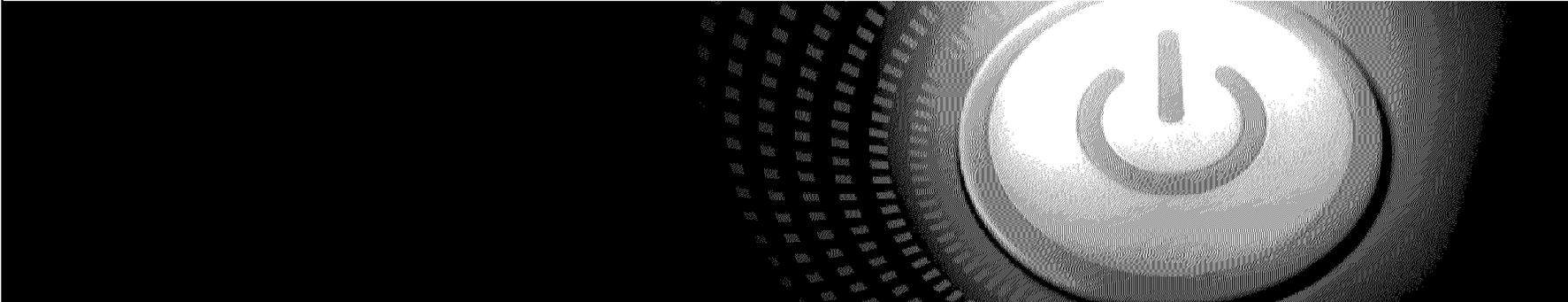
- High-performance networks join virtual (cloud) and dedicated infrastructure
- Dedicated bare metal servers can be customized to suit or ordered through the web-based management console in standard configurations
- Private network throughput (inter-server, storage) is unmetered and **free**

### ➤ Superior Price/Performance

- Cloud Servers provisioned on compute nodes with local drives rather than network storage
- Local 15K SAS drives provide persistent, reliable storage with high performance
- Third-party benchmarking shows our Cloud Servers have better I/O performance than our competitors’

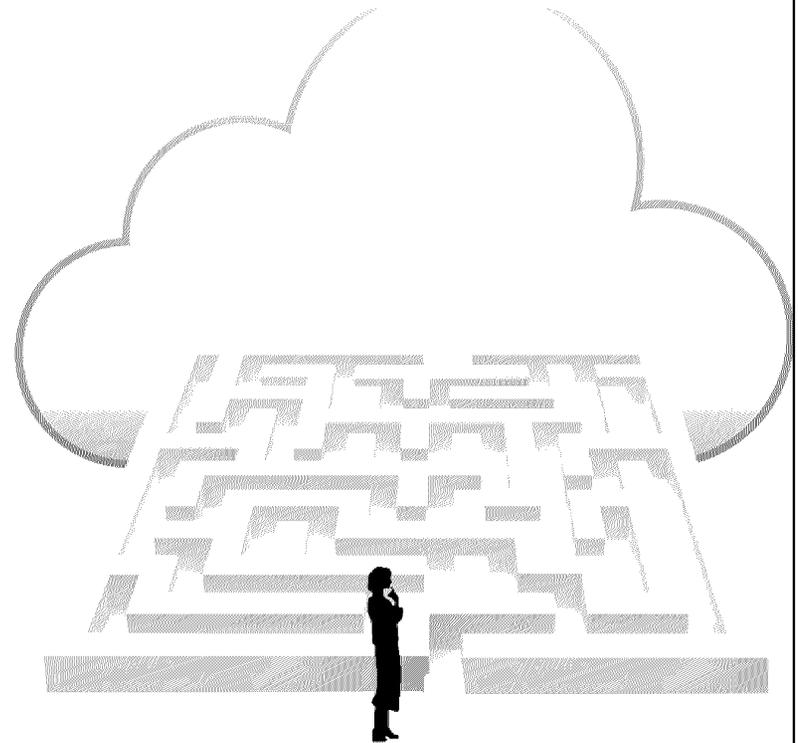
### ➤ Customer Service & Account Support

- 24/7/365 Technical Support via chat, web ticket system, and phone **free** to all accounts
- Dedicated Account Manager
- Solutions Architect consultations available for expansion, contraction, or other service changes

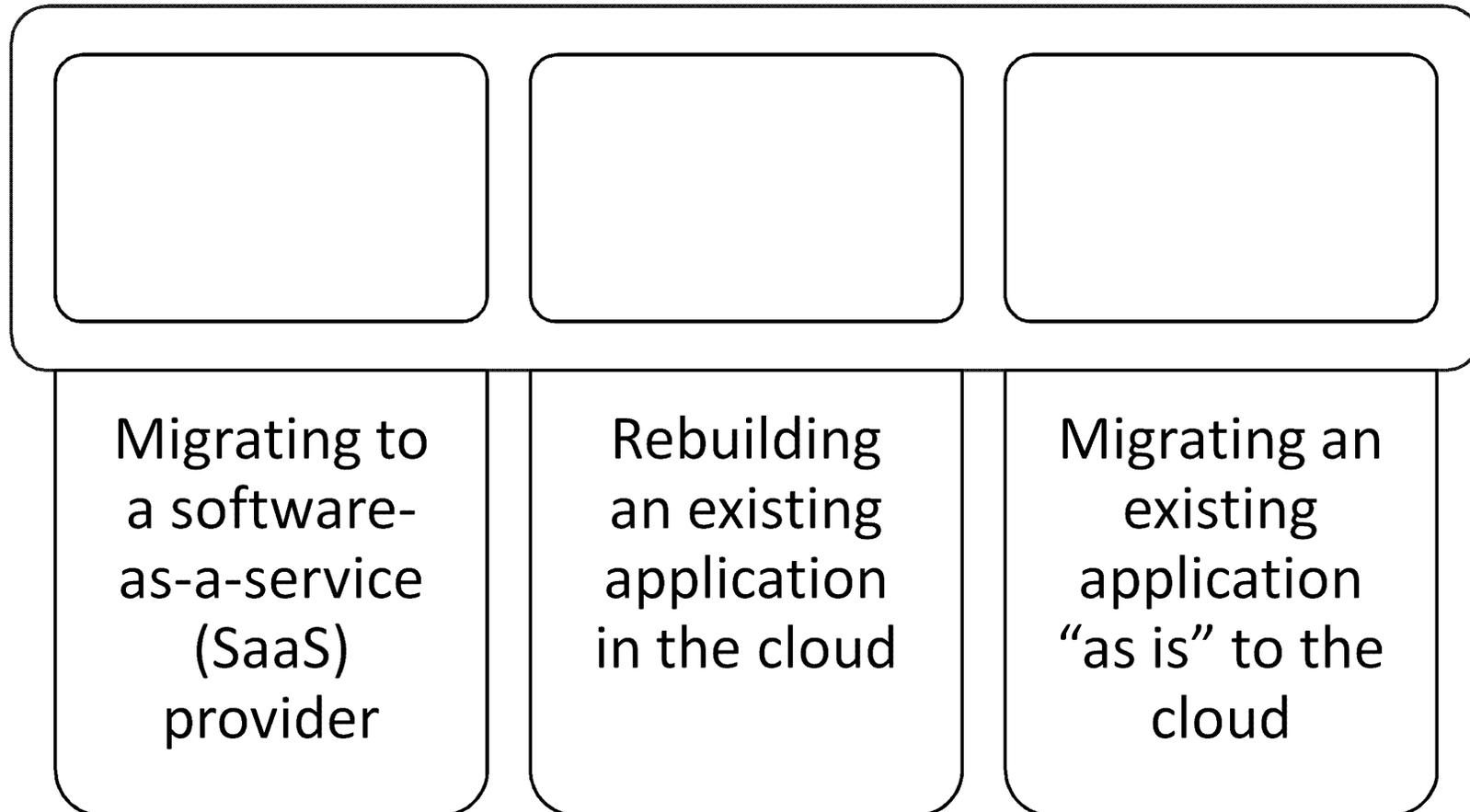


## Migrating To The Cloud

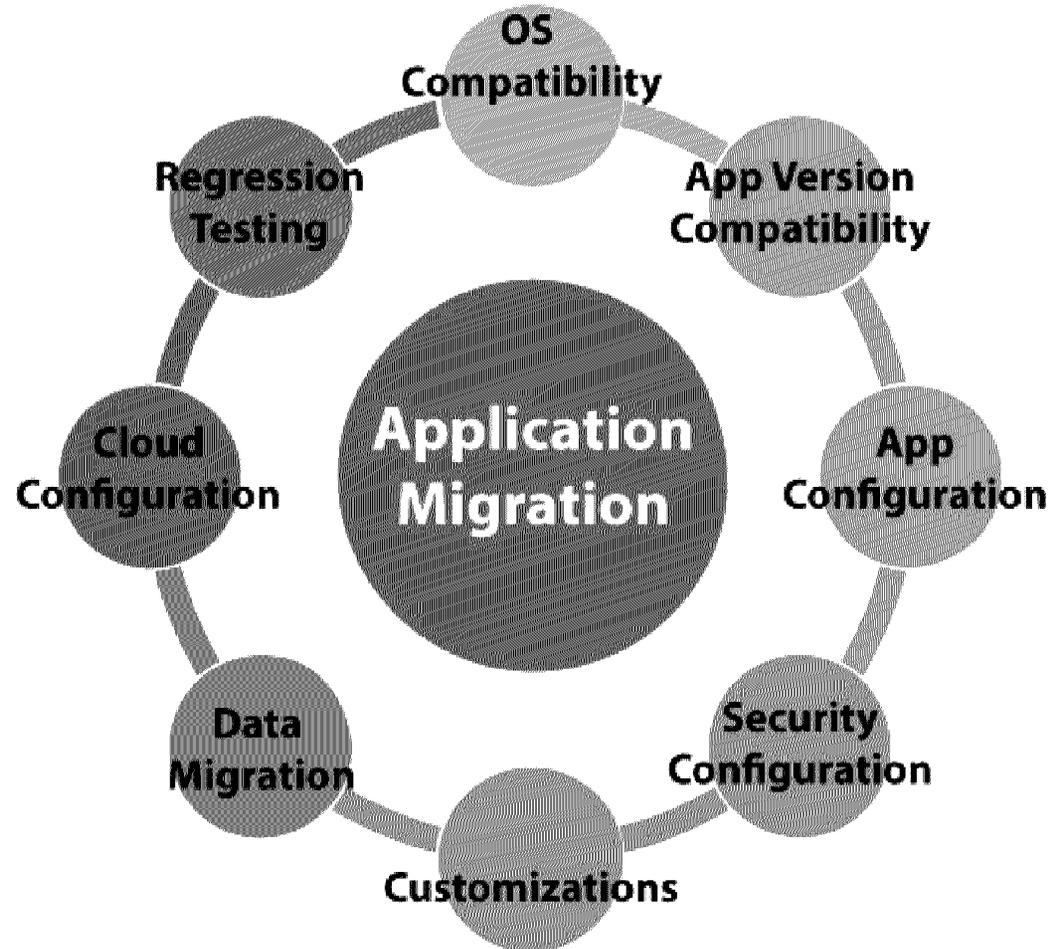
- Strategy depends on business needs, application, and resources
- There are many use cases
  - Autoscale/scale on-demand
  - Hardware refresh
  - CapEx -> OpEx
  - Cost reduction
    - Data center consolidation
    - Utilization on-demand (Dev, QA, Support)
- Don't be scared!



## Some Common Migration Options



## Complexity Varies



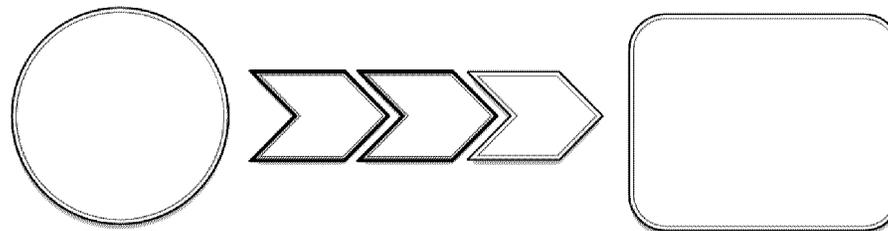
## Migrating to SaaS

- New vendor or existing vendor with a different product?
- Does the vendor have migration tools?
- Account transfer
  - Users, rights, scope
- Data transfer
  - Any post-migration “massaging” necessary?
- Customizations
  - Reporting/dashboards
  - Workflow/integration
  - GUI



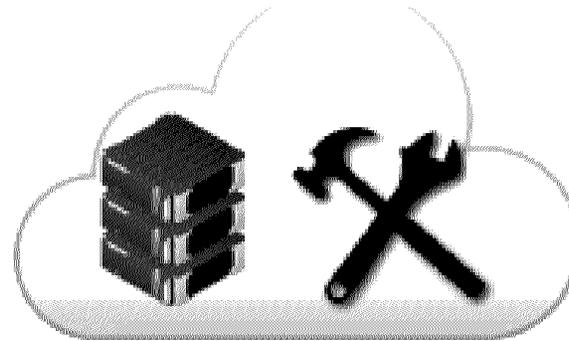
## Example: Migrating Between Platforms

- ▶ Recently migrated from Joomla to WordPress to improve performance and SEO
- ▶ WordPress tool provided initial data migration
  - Time = 2 hours
  - Core content
- ▶ Required significant manual labor to finish upgrade
  - Time = 40 hours
  - Page formatting, menus, graphics, titles, URLs, SEO



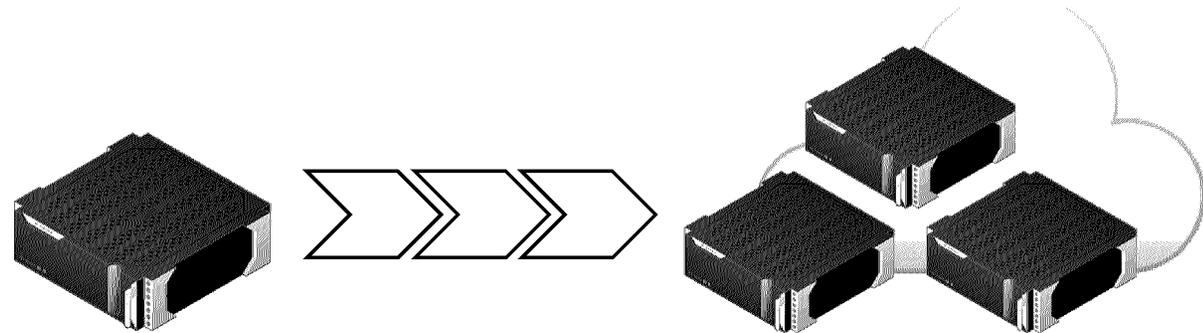
## Rebuilding in the Cloud

- Application readiness
  - Support for load balancing?
  - Use cloud vendor tools or existing management tools?
- Application compatibility
  - Version compatibility (Is your current version available in the cloud?)
  - OS compatibility (Is your current version available in the cloud?)
- Configuration
  - Security, settings, etc.
- Data migration
- Customization
- Verification testing



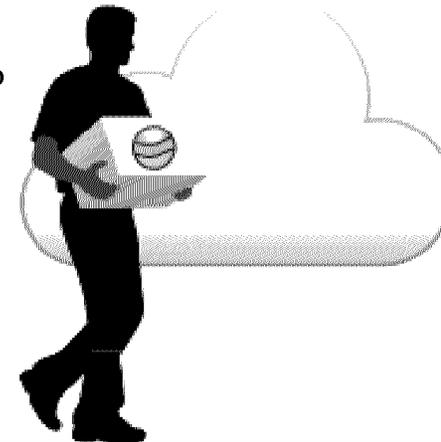
## Example: Rebuilding to Migrate to the Cloud

- ▶ Company had an “all-in-one” application server hosting Web, app, and database services
- ▶ Company wanted to migrate the 3 services to individual servers to create a redundant multi-tiered, multi-server application that would reduce risks
- ▶ Work to split and reconfigure the app = **100 hours**



## Migrating “As Is”

- How to migrate the workload?
- OS and hypervisor compatibility
- Networking
  - DNS updates
  - VPN/private networks
  - Communication between components
- Phase 2
  - Can the application take advantage of auto-scale, etc.?
    - Load balancing support

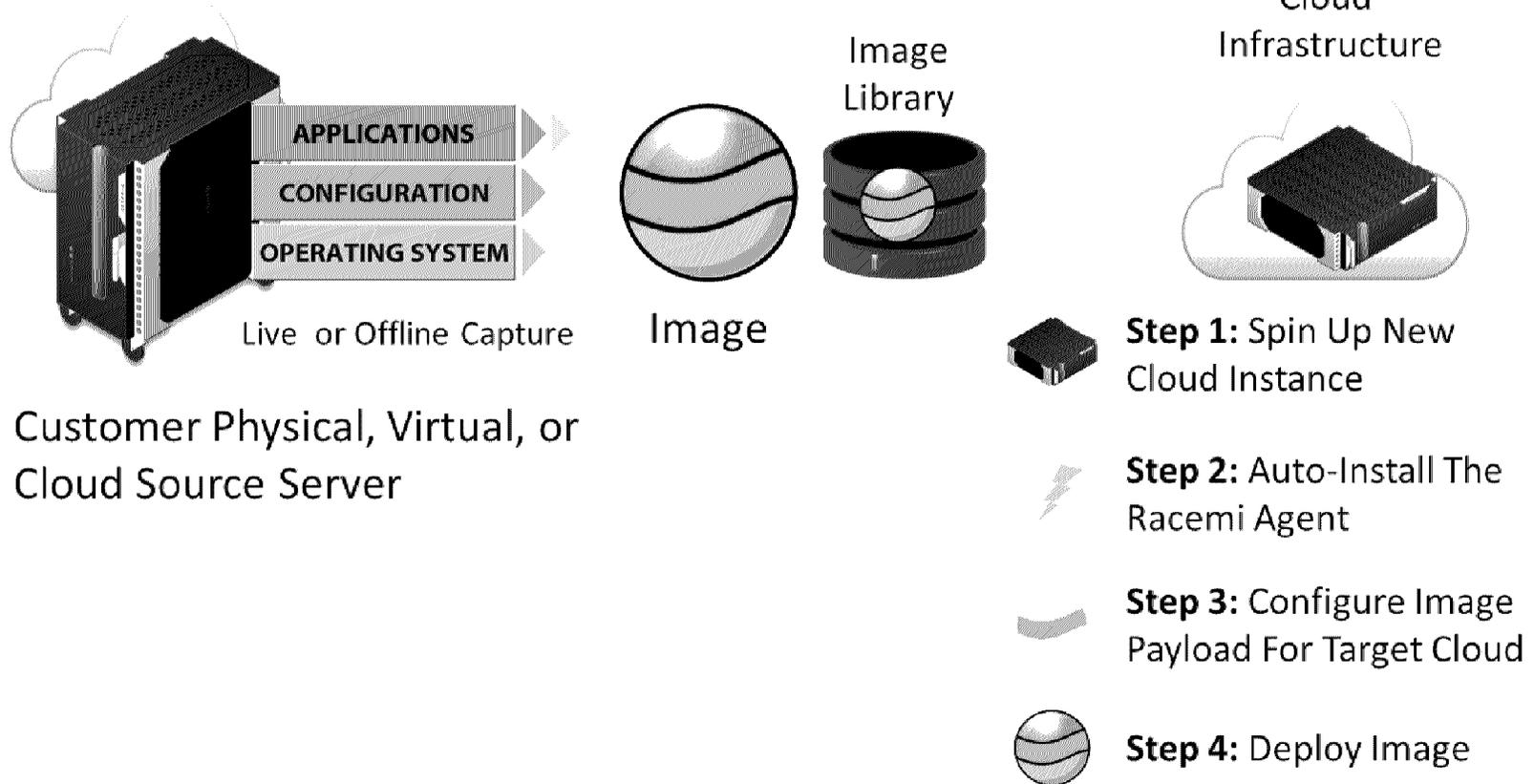


## “As Is” Cloud Migration Simplified



<b>SaaS – no infrastructure to buy, manage, or maintain!</b>	<b>Live capture of the server – no server downtime!</b>
<b>Converts physical and virtual servers to GoGrid platform on-the-fly</b>	<b>256-bit SSL encrypted data transfer (HTTPS)</b>
<b>Data compressed over the wire (2-3x)</b>	<b>Automatically provisions new GoGrid Cloud Server instance into your account based on your selected specifications</b>

## Cloud Path for GoGrid Demo



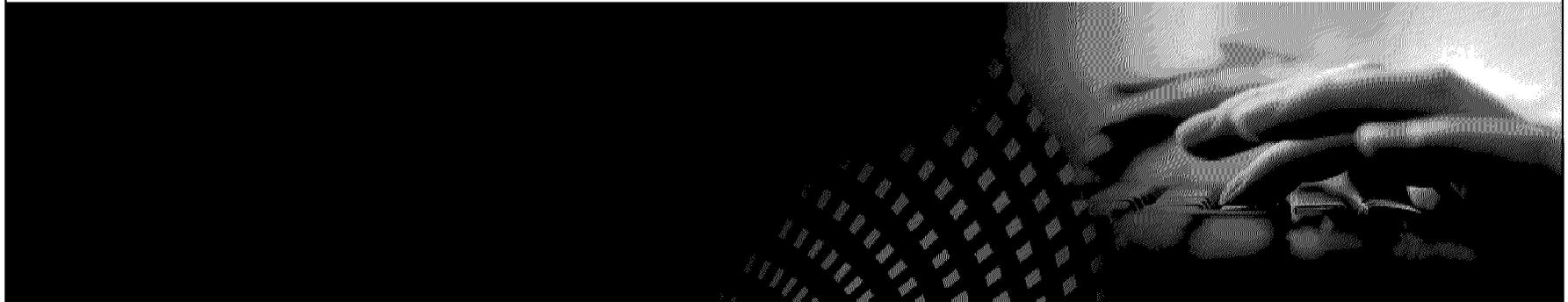
## Where to Find More Information

### ➤ GoGrid Exchange

- <http://exchange.gogrid.com/partners/racemi-cloud-path-gogrid>

### ➤ Racemi Website

- <http://www.racemi.com/gogrid>



### GoGrid

- Website: [www.gogrid.com](http://www.gogrid.com)
- Blog: [blog.gogrid.com](http://blog.gogrid.com)
- Twitter: [@GoGrid](https://twitter.com/GoGrid)
- Facebook: [facebook.com/gogrid](https://facebook.com/gogrid)
- LinkedIn: [linkedin.com/company/gogrid](https://linkedin.com/company/gogrid)

### Racemi

- Website: [www.racemi.com](http://www.racemi.com)
- Blog: [www.racemi.com/blog](http://www.racemi.com/blog)
- Twitter: [@racemi](https://twitter.com/racemi)
- Facebook: [facebook.com/cloudmigration](https://facebook.com/cloudmigration)
- LinkedIn: [linkedin.com/company/racemi](https://linkedin.com/company/racemi)

## Your Progress



# Welcome to Cloud Path!

*This is the Racemi Getting Started Wizard. In the next few pages we collect everything we need to successfully migrate your servers to your chosen cloud provider.*

## Register your cloud credentials

Before you can use Cloud Path, we need some information from you. For each cloud vendor account you want to migrate servers to, Cloud Path needs the login information for the account. Registering these account credentials allows Cloud Path to deploy servers in to your cloud vendor account.

[Where Can I Find My Cloud Vendor Credentials?](#)

This link opens a Help topic that shows you where to locate your cloud credentials if you are not sure where to find them.

Vendor	Description	Cloud Vendor Status	Action
Amazon EC2	Amazon EC2 Cloud	Not Registered	Add

Cloud Path uses your AWS API credentials to create your new cloud servers in your cloud provider account. Click the Add button to register your credentials.

You can access context sensitive Help topics at any point in the wizard.

[Exit](#) [Help](#) [Take a Tour](#)

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RAC000114

## Your Progress



# Welcome to Cloud Path!

## Register your cloud credentials

Before you can use Cloud Path, we need some information from you. For each cloud vendor account you want to migrate servers to, Cloud Path needs the login information for the account. Registering these account credentials allows Cloud Path to deploy servers in to your cloud vendor account.

[Where Can I Find My Cloud Vendor Credentials?](#)

Vendor	Description	Cloud Vendor Status	Action
 Amazon EC2	Amazon EC2 Cloud	 Available	 <a href="#">Update</a>

[Exit](#)[Help](#)[Take a Tour](#)

*You must enter a set of credentials to use Cloud Path.*

[Next](#)[Shortcuts](#)[Registration](#)[Getting Started Wizard](#)[Migration Wizard](#)[Electronic Support](#)[Exit](#)

RAC0000115

# Welcome to Cloud Path!

## Register your cloud credentials

Before you can use Cloud Path, we need some information from you. For each cloud vendor account you want to migrate servers to, Cloud Path needs the login information for the account. Registering these account credentials allows Cloud Path to deploy servers in to your cloud vendor account.

[Where Can I Find My Cloud Vendor Credentials?](#)

Vendor	Description	Cloud Vendor Status	Action
 Amazon EC2	Amazon EC2 Cloud	 Not Registered	 <a href="#">Add</a>

The screen expands to display the Help content. Click to close the Help.

Use this page to register the credentials for each cloud vendor that you want to migrate servers to.

Cloud Path must access your cloud vendor account(s) to perform deploy operations (either standalone deploy operations or deploy operations that are part of a migration). By registering your account credentials, Cloud Path can access your account(s) to complete these operations.

See [Where Can I Find My Cloud Vendor Credentials](#).

Exit

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## Your Progress



## Register your cloud storage credentials

Use our multi-tenant cloud storage for your images (clear this option to use your own cloud storage hosted by a provider in the list below)

Cloud Domain	Vendor	Description	Cloud Vendor Status	Action
S3	Amazon	Use your Amazon S3 account for image	Not Registered	Add

As an AWS customer, you have the option to use your own S3 storage "bucket" to store any images you capture. To use your own S3 account, uncheck the box.

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### Your Progress



## Register your cloud storage credentials

Use our multi-tenant cloud storage for your images (clear this option to use your own cloud storage hosted by a provider in the list below)

Cloud Domain	Vendor	Description	Cloud Vendor Status	Action
S3	Amazon	Use your Amazon S3 account for image	Not Registered	Add

Click the Add button to enter your S3 credentials.

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### Your Progress

You can automatically use the AWS credentials you already provided or use credentials for a different AWS account if you want.

### Register your cloud

Use our multi-tenant cloud

Cloud Domain

53

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#### Register your cloud storage credentials

Use the AWS credentials I already provided

AWS Access key:

AWS Secret key:

Note: Creating cloud storage can take several minutes.

Register

Test

Close

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**Your Progress**

**Register your cloud storage credentials**

Use the AWS credentials I already provided

AWS Access Key: AKIAJSHC4VTNLZ4FSPPA

AWS Secret Key: [REDACTED]

Click the Register button to create your image library.

Exit Help Take a Tour Back Next

## Your Progress

## Register your cloud storage

Use our multi-tenant cloud storage

Cloud Domain	Vendor	Description	Cloud Vendor Status	Action
53	Amazon	Using your Amazon S3 account for Imag	Registered	<a href="#">Update</a>

[Exit](#) [Help](#) [Take a Tour](#)

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### Message

✔ Credentials are valid.

[Close](#)

### Your Progress



**Cloud storage was created successfully.**

Cloud Domain	Vendor	Description	Cloud Vendor Status	Action
S3	Amazon	Using your Amazon S3 account for imag	Registered	Image Library registration successf

***You have successfully created your Image Library in your S3 account.  
Click the Next button to continue.***

Exit

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RAC0000122

## Your Progress



## Download the Migration agent

Before you can migrate a server image, you must download the Migration agent and install it on the server that you want to migrate. After you have downloaded an agent, you can install it on as many servers with a compatible operating system as you want.

After the agent is installed on a server, you can capture the server at any time you want, as often as you want.

You can download an agent at any time from

### Actions → Download Agent.

Currently supported platforms include:

- RedHat Enterprise Linux 5.x and 6.x
- CentOS 5.x and 6.x
- Windows Server 2008 R2

In order to migrate your servers, you must install the Racemi Migration agent on each physical, virtual, or cloud server you want to migrate. After the agent is installed, the agent will use outbound SSL (256 bit HTTPS) to contact the Cloud Path server.

[Download Linux Agent](#) | [Download Windows Agent](#) | [View Instructions](#)

There are many ways to install the Migration Agent. You can log in to the Cloud Path console from the server you want to migrate and download the agent from there, or you can SFTP and SSH into the server and run the installation remotely, or you can use a software distribution tool such as Microsoft System Center, IBM Tivoli, or Symantec Server Management Suite.

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## Your Progress



## Download the Migration agent

Before you can migrate a server image, you must download the Migration agent and install it on the server that you want to migrate. After you have downloaded an agent, you can install it on as many servers with a compatible operating system as you want.

After the agent is installed on a server, you can capture the server at any time you want, as often as you want.

You can download an agent at any time from

**Actions**→**Download Agent**.

Currently supported platforms include:

- RedHat Enterprise Linux 5.x and 6.x
- CentOS 5.x and 6.x
- Windows Server 2008 R2

 [Download Linux Agent](#)

 [Download Windows Agent](#)

[View Instructions](#)

The Migration Agent can be downloaded at any time from the Cloud Path console. It is CPU sensitive and can be installed silently (no user interaction.) It can also be easily removed once your migration is complete.



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Message

### Downloading and Installing a Migration Agent

Use these instructions to download an agent and install the agent on a server that you want to migrate.

**Note:** Cloud Path currently supports the following operating systems:

- RedHat Enterprise Linux 5.x and 6.x
- CentOS 5.x and 6.x
- Windows Server 2008 R2

#### Download and install agent for Windows servers

1. Click **Download Windows Agent** to download the agent file to the download location specified in your browser settings.
2. Copy the folder **windows-agent-installer.zip** to the server you want to migrate.
3. From the directory on the server where you placed the folder, unzip the folder.
4. In the unzipped folder, right-click **setup.cmd** and select **Run as Administrator** to install the agent.

A command window will open to install the agent; the installation will take about two minutes and your server should be visible in Cloud Path about 5-10 minutes.

After the server is visible in Cloud Path, you can initiate a migration operation from **Actions—Migrate** or a capture operation from **Actions—Capture** or from **Resources—Source Servers**.

#### Download and install agent for Linux-based servers

1. Click **Download Linux Agent** to download the agent file to the download location specified in your browser settings.
2. Copy the file **linux-agent-installer.tgz** to the server you want to migrate.
3. From the directory on the server where you placed the archive, unzip the archive.
4. From the directory on the server where you unzipped the archive, type the following command to change the file permissions for the agent installation file:  
**Example:** `chmod 777 linux-agent-install-4.2.0-12345.sh`
5. From the directory on the server where you unzipped the archive, type the following command to install the agent:  
`./linux-agent-install-x.x.xx-xxxxx.sh`  
**Example:** `./linux-agent-install-4.2.0-12345.sh`

The agent will take about two minutes to install and your server should be visible in Cloud Path in about 5-10 minutes.

Close

Your Prog

Download

Before  
Migration  
After you  
servers

After the  
any time  
you can

Action

Current  
• Red  
• Can  
• Win

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## Your Progress

## Register Payment Method

A credit card is required to use this product. The credit card you register will be billed each month for any migrations you perform; the card will not be charged if you do not use any billable services.



Credit Card Number:  Expiration year: 01  2013  Security Code:

### Billing Address

First Name:  State:   
Last Name:  Country: USA   
Address:  Zip:   
City:  Phone:

Register

Once you have entered your credit card information, you must click the Register button.

You must enter a credit card in order to use Cloud Path. Once entered, you can complete the Getting Started Wizard and begin using Cloud Path!

Cloud Path bills monthly for applicable bandwidth and storage fees. We use Authorize.net for our payment processing, ensuring a secure, reliable transaction each month. For more information on pricing, please contact us at [info@racemi.com](mailto:info@racemi.com)

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## Your Progress



## Select Geographic Region for Image Library Storage

For the best performance, select the storage location that is closest to the source server(s) you want to migrate.

- Asia-Pacific (Singapore)
- Asia-Pacific (Sydney)
- Asia-Pacific (Tokyo)
- Europe (Ireland)
- South America (Sao Paulo)
- US East (N. Virginia)
- US West (N. California)
- US West (Oregon)

Select an S3 region to store your captured server images in. Choose the region closest to your source servers for best performance. If you are unsure, simply select US East (N. Virginia) for now. You may select a different region later on under the Settings /Account page under the Image Library Region page. You may also keep images in multiple regions, if desired.

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### Your Progress



### Select Geographic Region

For the best performance, select the storage

- Asia-Pacific (Singapore)
- Asia-Pacific (Sydney)
- Asia-Pacific (Tokyo)
- Europe (Ireland)
- South America (Sao Paulo)
- US East (N. Virginia)
- US West (N. California)
- US West (Oregon)

#### Message

You are about to create cloud storage for your Cloud Path account. The storage option you have chosen cannot be changed at a later time. Do you want to continue?

Yes

Cancel

Actually, this is just the default region. You can change your default image storage region at a later time from the Settings/Account menu under the Image Library Region setting.

Exit

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## Your Progress

# Welcome to Cloud Path!

## Register your cloud credentials

Before you can use Cloud Path, we need some information for the account. Registering these

### Logout Confirmation

You have chosen to log out of the **Getting Started Wizard**. Any information you have entered will be saved.

OK

Cancel

credentials. Cloud Path needs the login or account

[Where Can I Find My Cloud Vendor Credentials?](#)

Vendor	Description	Action
 Amazon EC2	Amazon EC2 Cloud	 <a href="#">Add</a>

You must complete the Getting Started Wizard to use Cloud Path. However, you may exit the Getting Started Wizard and return to complete it at any time.

Exit

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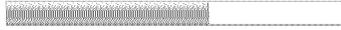
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Your Progress



Select Geographic Region for Image Library Storage

For the best performance, select the storage location that is closest to the source server(s) you want to migrate.

- Australia
- Brazil
- Ireland
- Japan
- Singapore
- United States

Select a Region to store your captured server images in. The Region should be the same region that your source servers are in. If you are unsure, simply select United States for now. You may select a different region later on under the Settings /Account page under the Image Library Region section. You may also keep images in multiple regions if desired.

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Select Geographic Region for Image Library Storage

For the best performance, select the storage location that is closest to the source server(s) you want to migrate.

- Australia
- Brazil
- Ireland
- Japan
- Singapore
- United States

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**From:** Racemi, Inc. <marketing@racemi.com>  
**To:** marketing@racemi.com <marketing@racemi.com>  
**Sent:** 12/2/2013 4:27:09 PM  
**Subject:** Hurry! Free Trial of Racemi Cloud Path for AWS Ends Dec 31



**Signup Today! - Free Trial of Racemi**

# Cloud Path for AWS Ends December 31

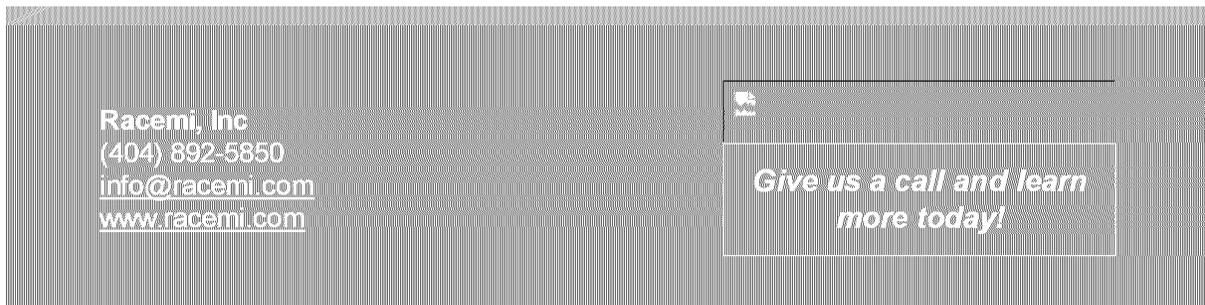
The year is almost over ... And so is our Racemi Cloud Path for AWS promotion. Until December 31, we are giving all customers who register on the [Cloud Path for AWS](#) portal a free 20GB's of bandwidth and storage that can be used for to try our migration solution. Simply sign up at the portal and enter the promotion code - REINVENT2013.

In addition, we are introducing a new pricing model for moving AWS workloads. This new model will bill customers based on bandwidth and storage usage rather than a fixed price. This will benefit customers looking to move short-term workloads who in the past may have found the fixed price model cost prohibitive. And as always - you only pay for successful migrations! For more information on the new pricing model, please contact [sales@racemi.com](mailto:sales@racemi.com)

If you have questions, please send us an email to [info@racemi.com](mailto:info@racemi.com).

[Watch a three minute overview](#) of our Cloud Path for AWS migration solution.

[Cloud Path for AWS](#) resources.



Racemi, Inc  
(404) 892-5850  
[info@racemi.com](mailto:info@racemi.com)  
[www.racemi.com](http://www.racemi.com)

*Give us a call and learn more today!*

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Racemi, Inc. | 360 Interstate North Parkway SE | Ste 360 | Atlanta | GA | 30339

## THIS IS A TEST EMAIL ONLY.

This email was sent by the author for the sole purpose of testing a draft message. If you believe you have received the message in error, please contact the author by replying to this message. Constant Contact takes reports of abuse very seriously. If you wish to report abuse, please forward this message to [abuse@constantcontact.com](mailto:abuse@constantcontact.com).

RAC0000133

## **New Cloud Path Lead Email Script**

[**Subject line**]: Your recent Racemi Cloud Path Registration

Hello Mr/Ms/Mrs <last name> my name is <your name> with **Racemi** and I am contacting you regarding your recent registration for our **Cloud Path cloud migration portal**. We noticed that you haven't begun any server migrations and were contacting you to let you know about a number of **online resources to help you get started with the product**.

### **Product Tutorials**

These short instructional videos provide you with an overview of the product and how to use it for fast, cost effective cloud migrations.

### **Product Documentation**

Our product documentation details how to use Cloud Path to perform automated, unattended cloud migrations.

### **Product FAQ**

This area of the website answers the most frequent questions regarding Racemi Cloud Path.

### **Personal Support**

If you would like someone from our Support team to walk you through the product, simply respond to this email and I can schedule a date and time for a short online demonstration of the product (less than 15 minutes). (Product issues should be addressed through Cloud Path's built in electronic support system.)

### **Cloud Migration Services**

Need help getting your cloud project off the ground? Speak to one of our experienced services professionals and get the help you need for each phase of your project, whether its assessing your environment, developing a cloud strategy, or performing the actual migrations. Simply respond to this email and I will setup a date and time for a free 20 min call with one of our professionals.

If you have additional questions or would like to speak with someone further about Racemi Cloud Path, simply contact me at my information below. Thank you for your time today.

Sincerely,

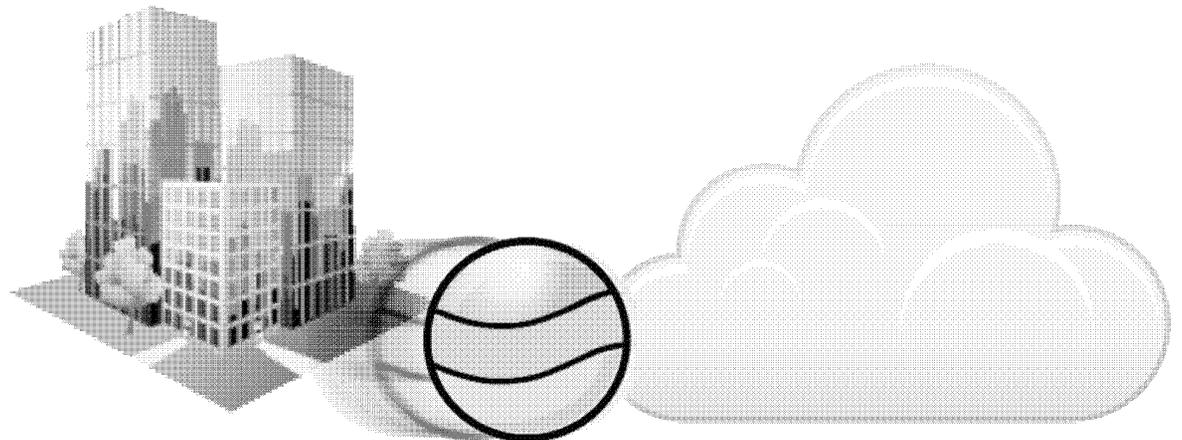
autosig



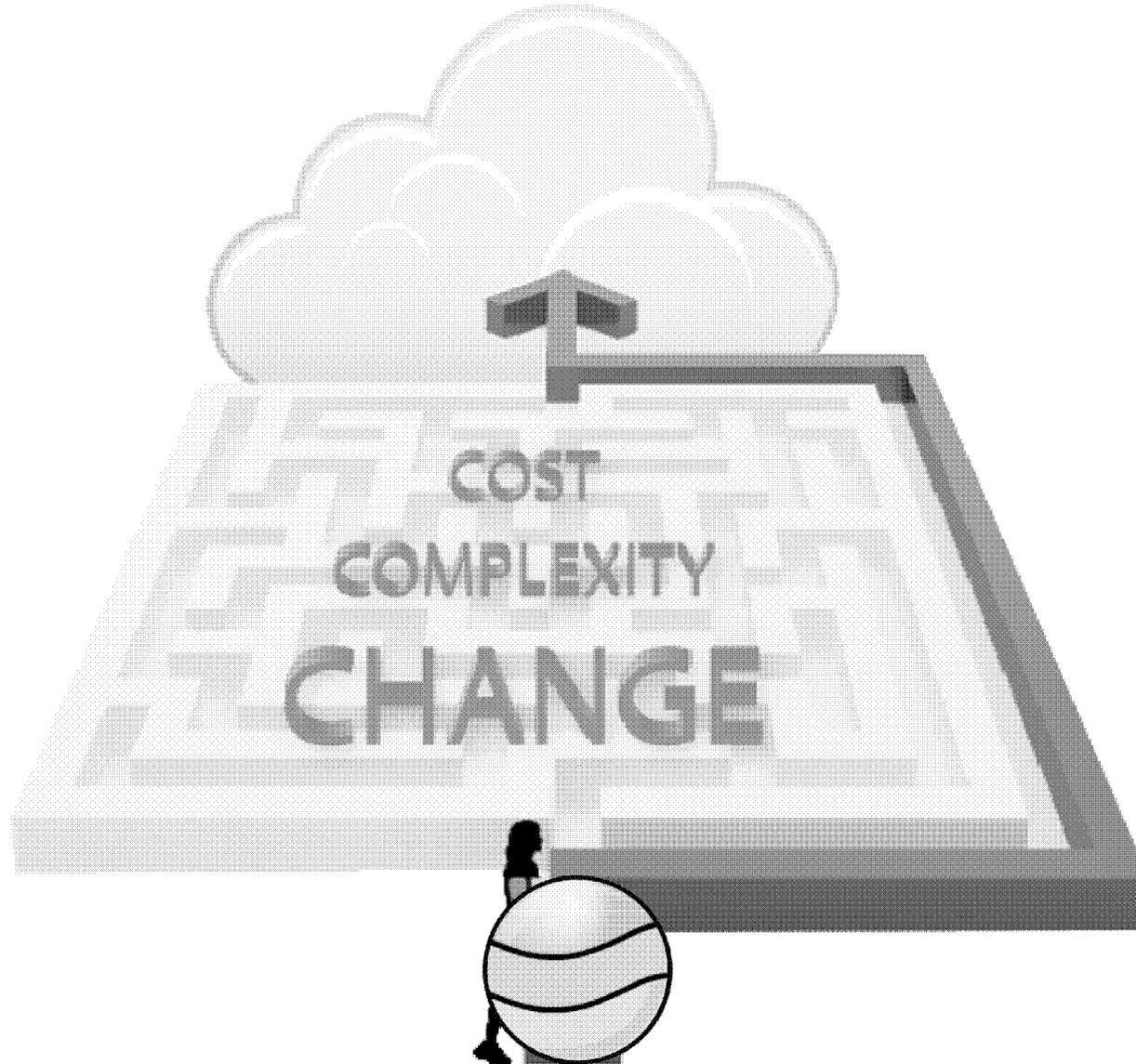
# Cloud Migration Simplified

# Who Is Racemi?

- Headquartered in Atlanta, GA
- Privately held, established in 2001
- The moving company for the cloud, offering software and consulting solutions for private, public, and hybrid cloud provisioning, migration, and consolidation.

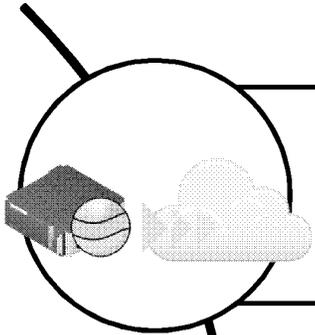


# Cloud Migration Simplified

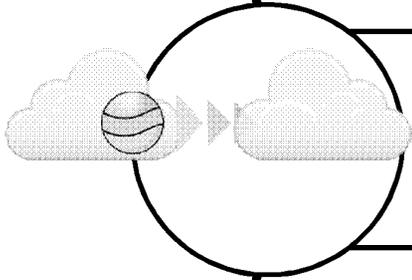


# Racemi Cloud Migration Solutions

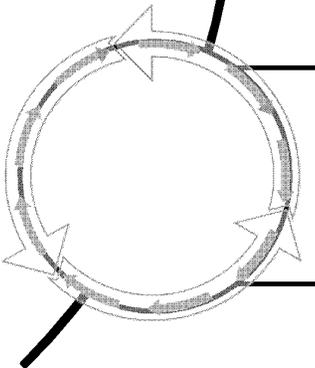
# How We Can Help



Migrate physical or virtual servers to cloud

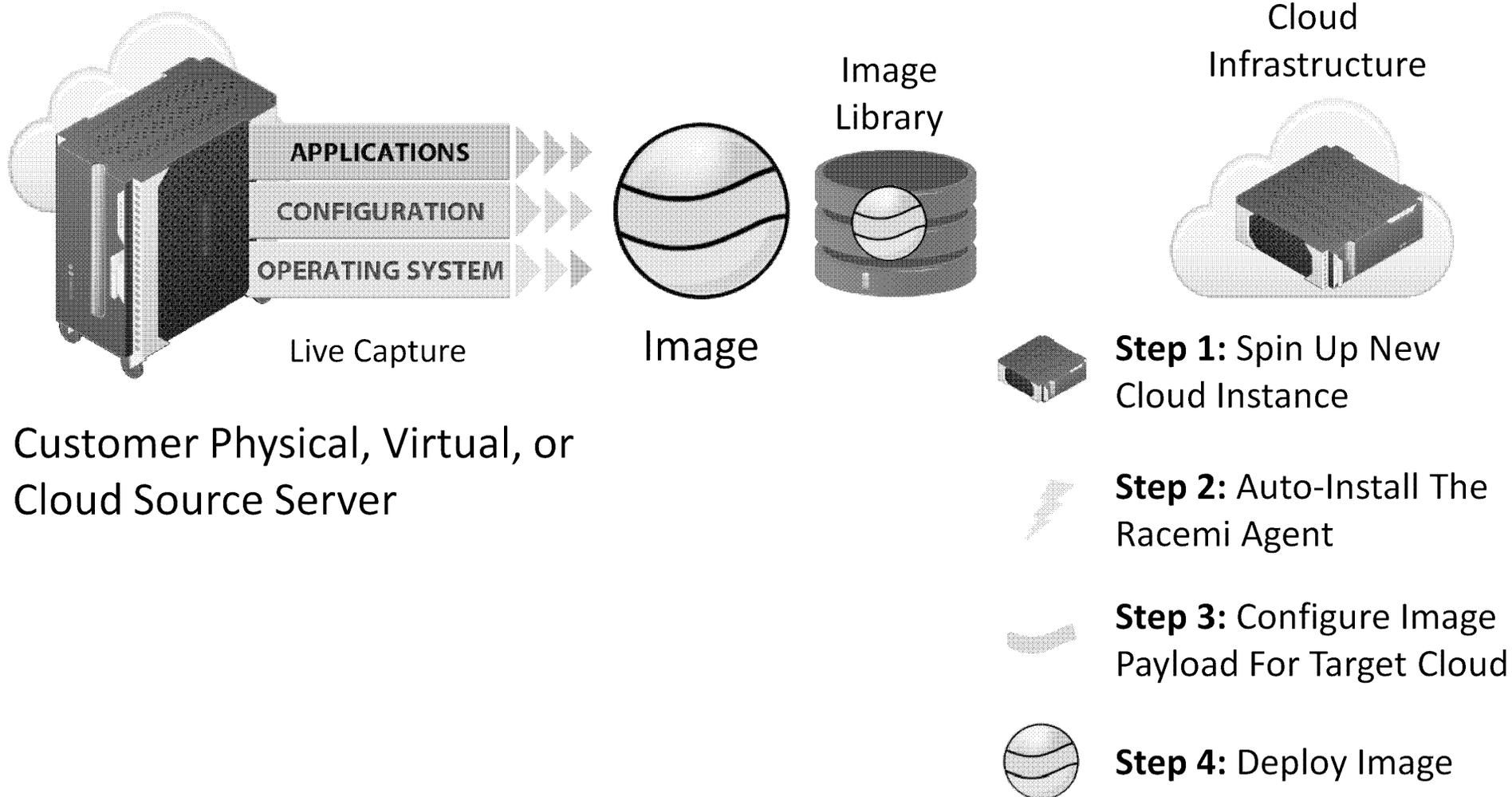


Migrate server instances between supported cloud providers

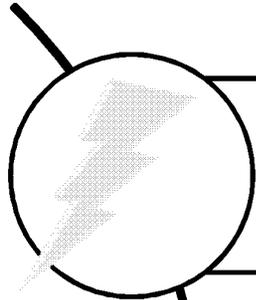


Migrate between cloud regions/locations

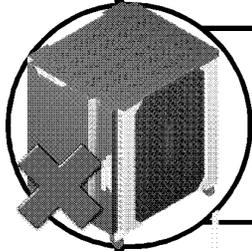
# Racemi Automated Cloud Migrations



# Customer Benefits



Fast, automated migration of existing physical, virtual, and cloud servers



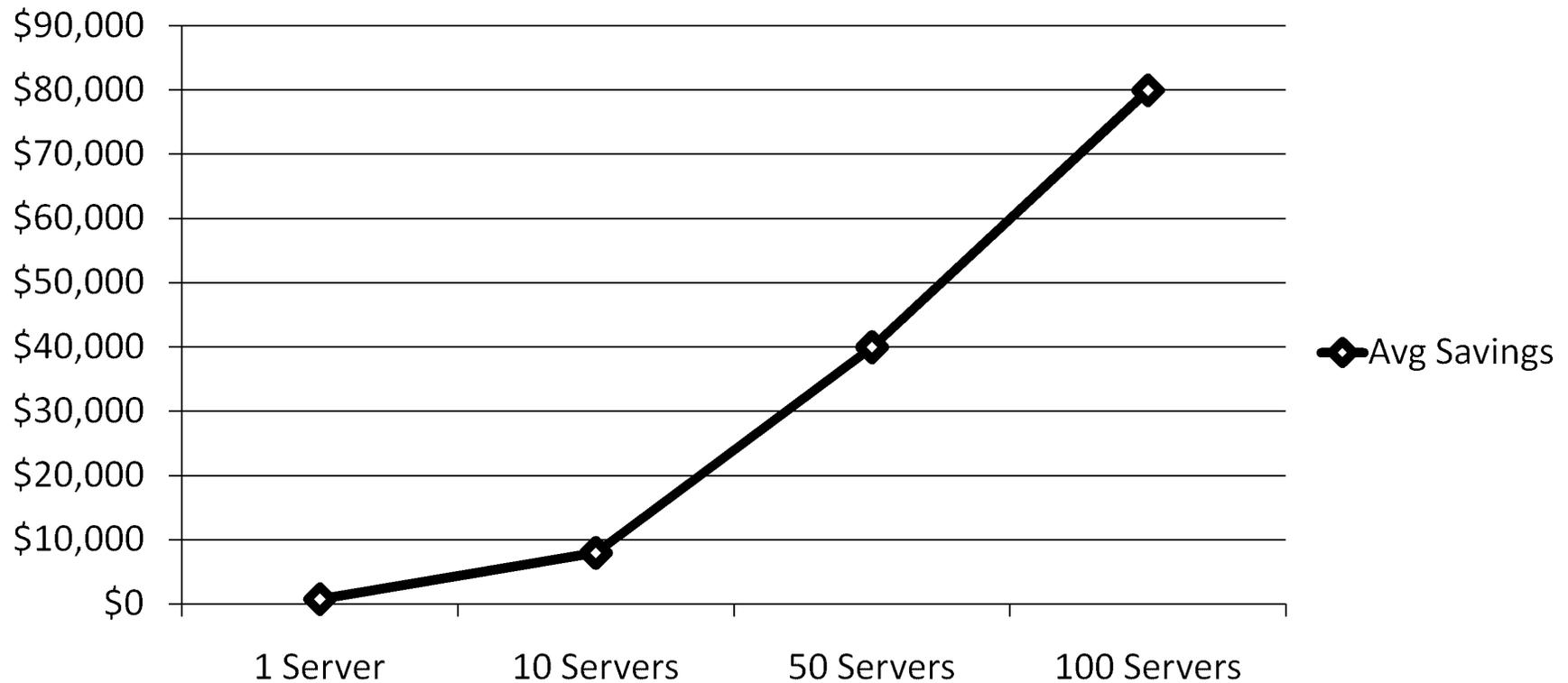
No infrastructure to buy or deploy



Zero risk, pay as you go licensing with no upfront fees or long term contracts

# Average Migration Cost Savings

Avg Labor Savings of Approximately \$800 Per Server Migrated



# Options

<b>Racemi Cloud Path</b>	<b>Racemi Professional Services</b>
Self Service – you have the access and knowledge	Experienced professionals take care of everything
You know which applications/servers you want to move	Conduct a cloud readiness assessment of your environment
You have selected a cloud provider supported by Cloud Path	Not sure which cloud provider to choose. Expanded set of cloud providers to choose from.
Your servers are running a supported Operating System	Expanded set of OSEs to choose from
Servers ready to move	OS or application version upgrade as part of migration
Lowest cost option – zero risk, pay as you go with no commit/contract	Racemi automation technology helps assures low cost services solution

# Tutorials

- <http://www.racemi.com/index.php/support/tutorials>

**Racemi**  
Business Systems Agility

Search

HOME SOLUTIONS PRODUCTS PARTNERS **SUPPORT** COMPANY CLOUD PATH LOGIN

## Tutorials

### Racemi Cloud Path Tutorials

Tutorial #1 - Account Registration

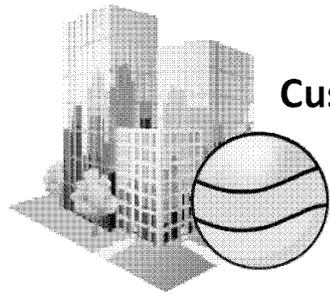
**Racemi**  
Cloud Migration Simplified

# Contact Information

- <your contact info>
  
- <http://www.racemi.com>
- <http://cloudpath.racemi.com>

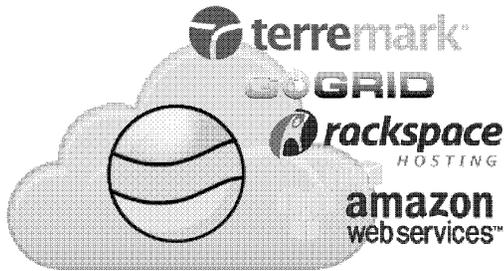
# Racemi Solutions

# Racemi Offers Full Migration Capabilities

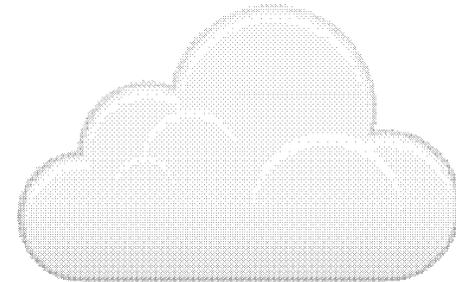


Customer Data Center

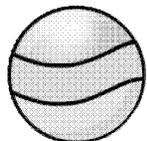
Public, Virtual Private, or Dedicated Cloud



Competitive Cloud Offering

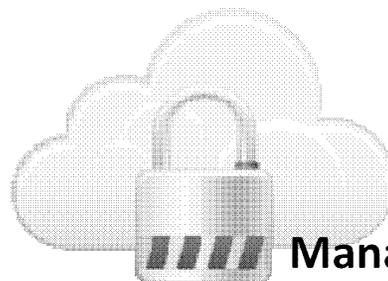


Public, Virtual Private, or Dedicated Cloud



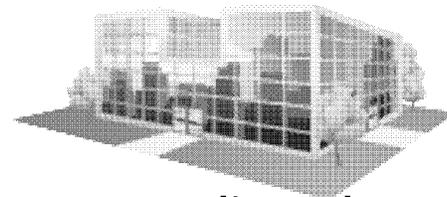
Public Cloud

Racemi®



Internal Migrations

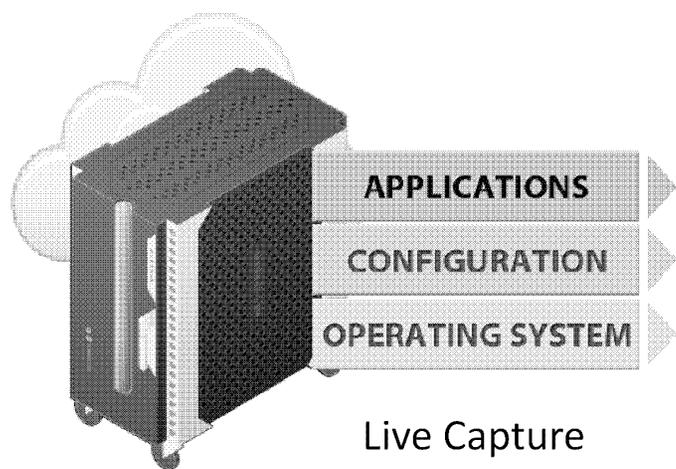
Managed



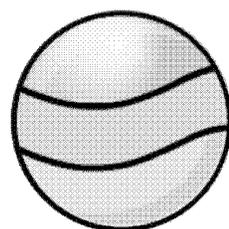
Dedicated

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# Racemi Automated Cloud Migrations

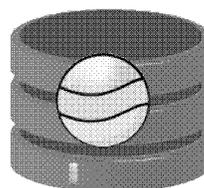


Customer Physical, Virtual, or  
Cloud Source Server

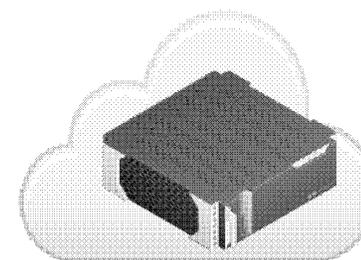


Image

Image  
Library



Cloud  
Infrastructure



**Step 1:** Spin Up New  
Cloud Instance



**Step 2:** Auto-Install The  
Racemi Agent



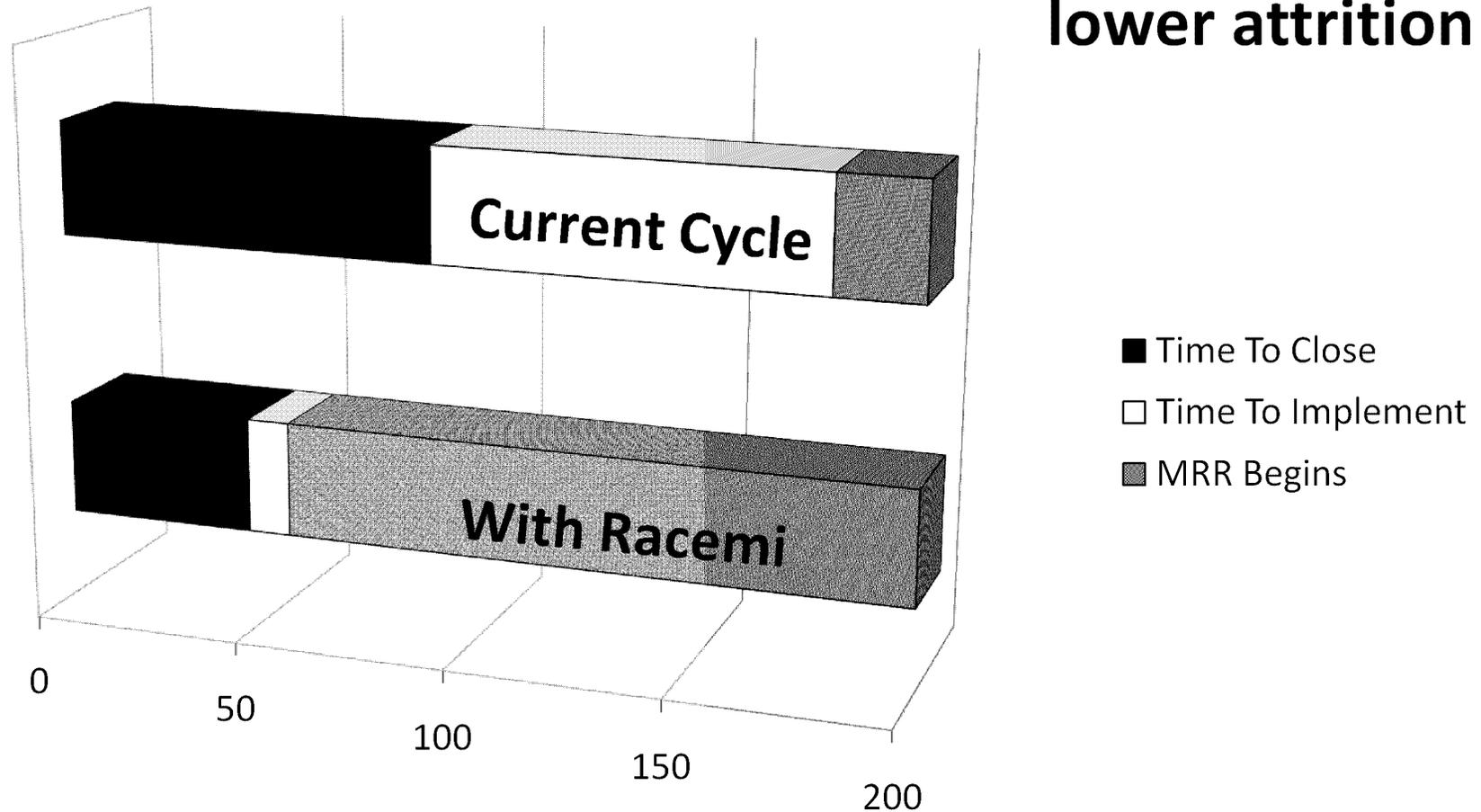
**Step 3:** Configure Image  
Payload For Target Cloud



**Step 4:** Deploy Image

# Partner Benefits

**Faster close, implementation, and realized MRR with lower attrition**



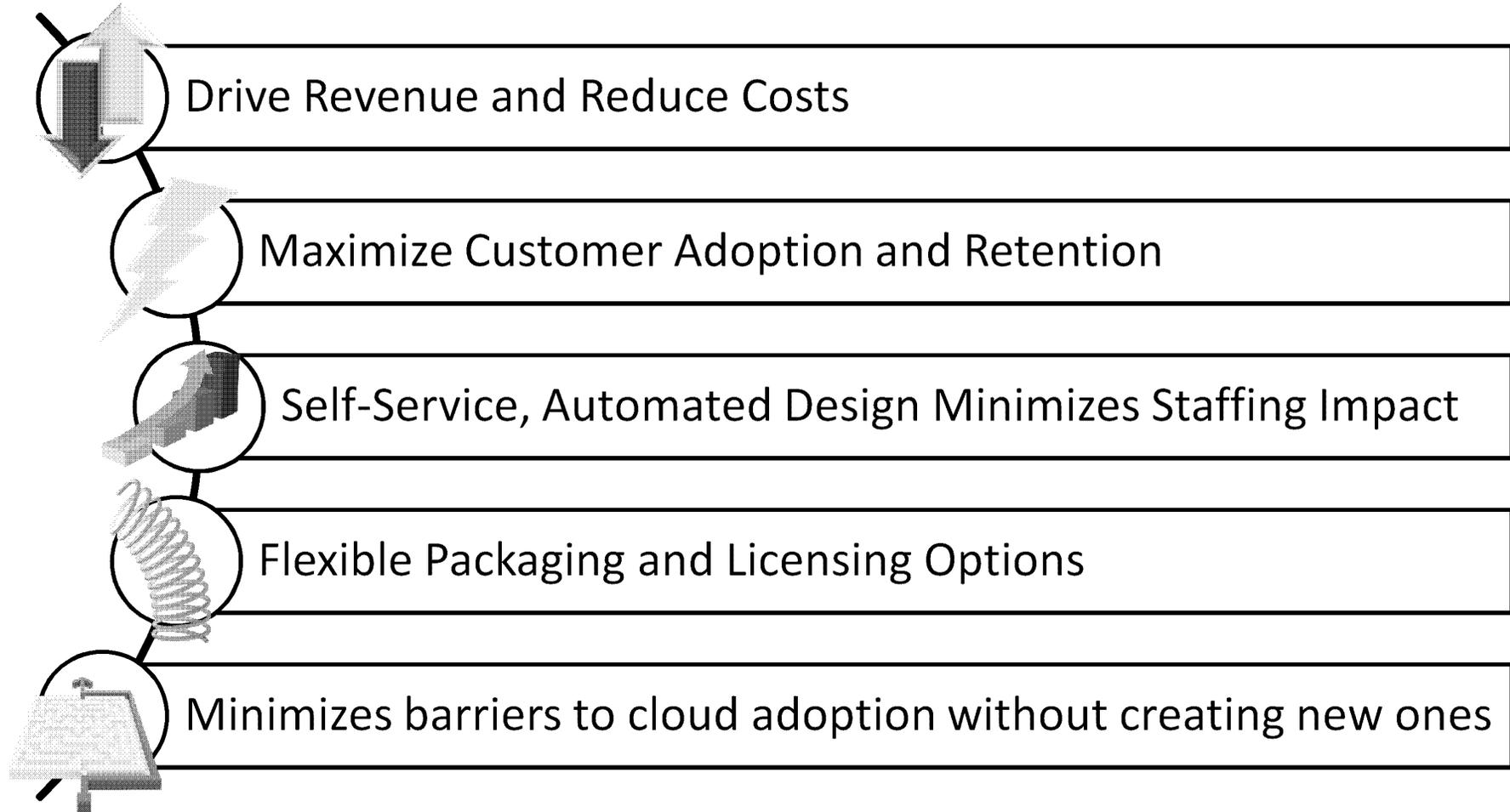
**Time To Monthly Realized Revenue In Days**

**Racemi®**

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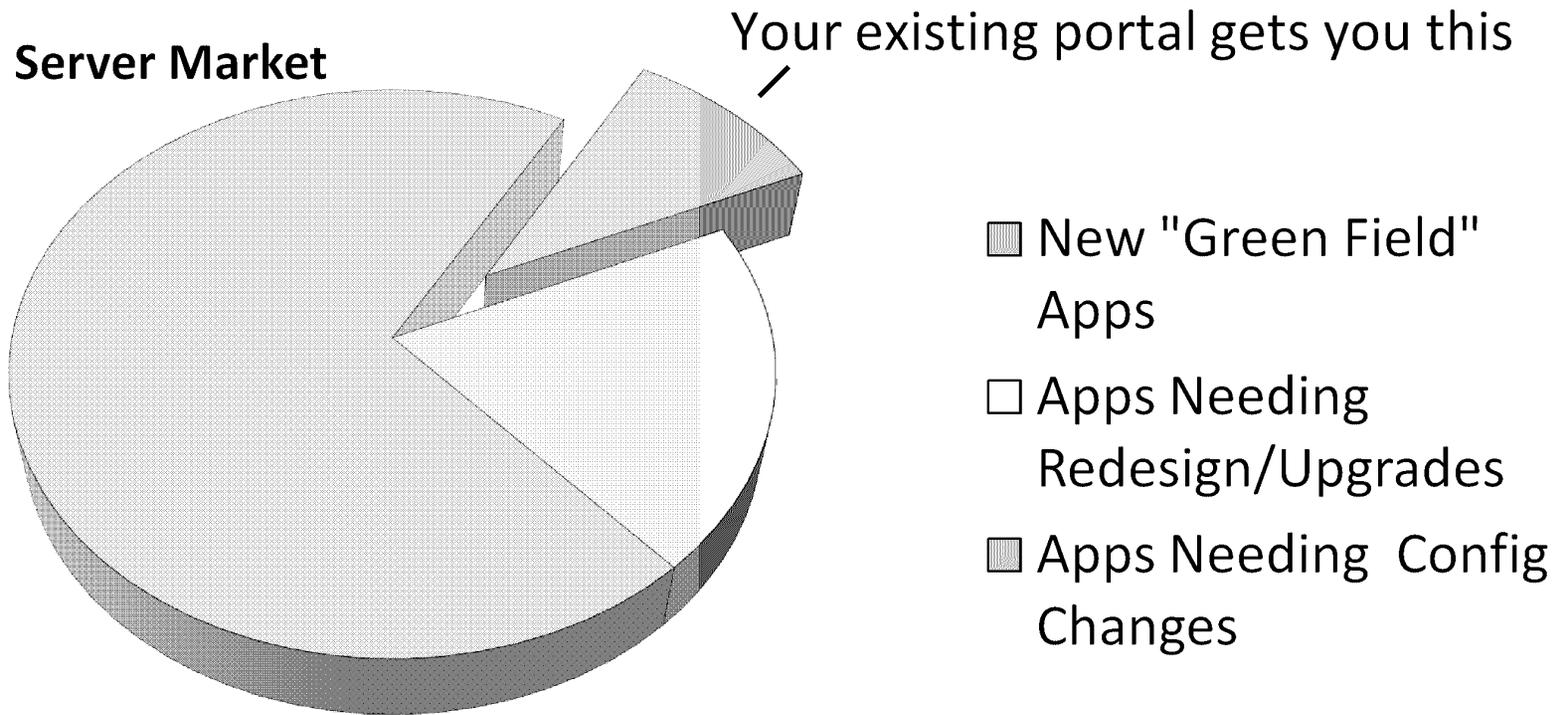
RAC0000149

# Partner Benefits Continued



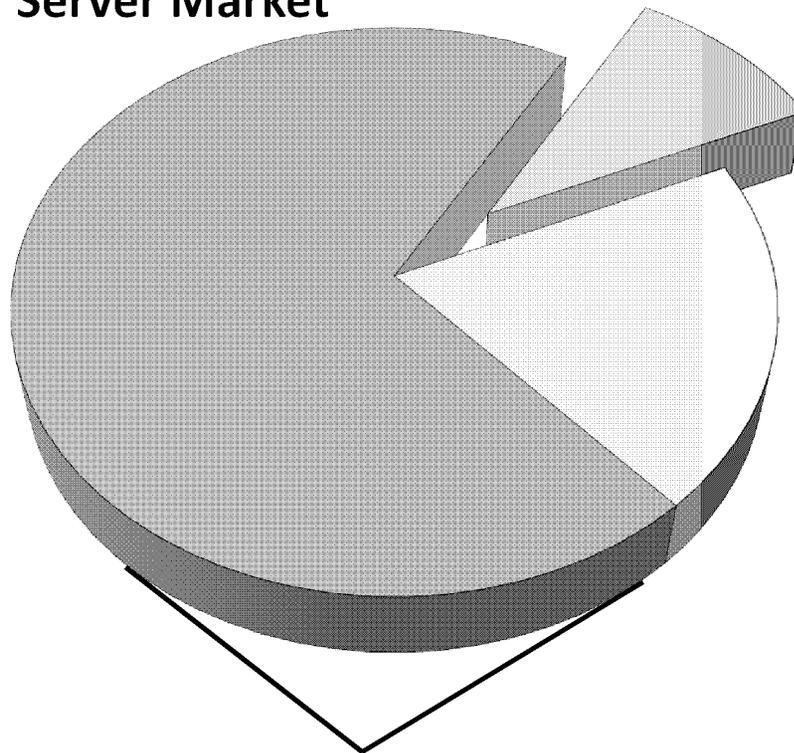
# Affiliate Partner Program

# Typical Cloud Platform



# Racemi Migration Solutions

Server Market

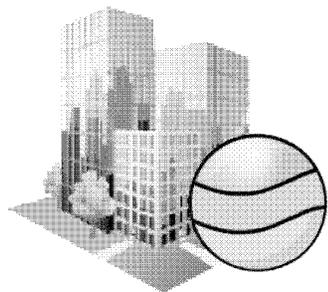


- New "Green Field" Apps
- Apps Needing Redesign/Upgrades
- Apps Needing Config Changes

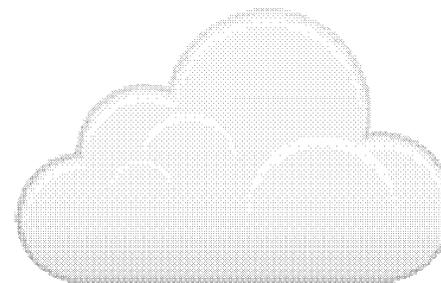
**Racemi Helps You Capture  
This Market**

# Full Migration Capabilities\*

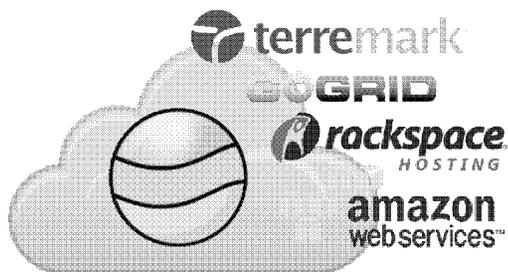
\*Animated slide



Customer's Private Data Center

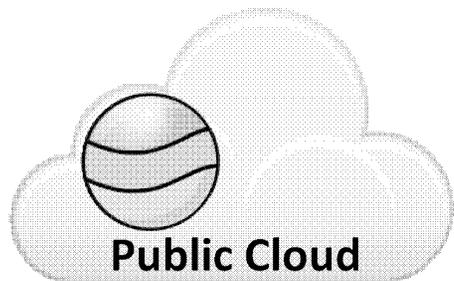


Public, Virtual Private, or Dedicated Cloud



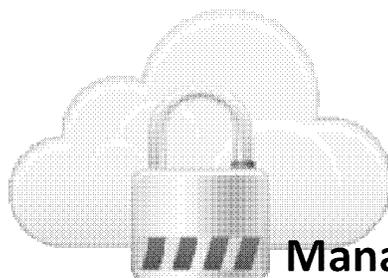
Other Cloud Providers

Public, Virtual Private, or Dedicated Cloud



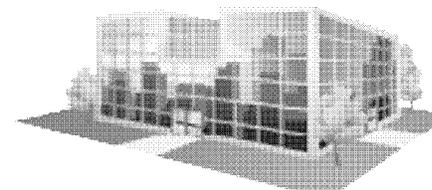
Public Cloud

Racemi®



Managed

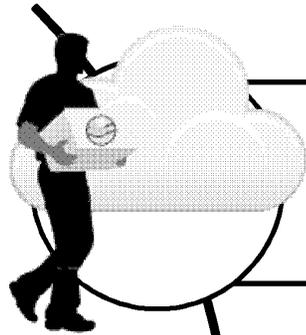
Between Your Own Infrastructure



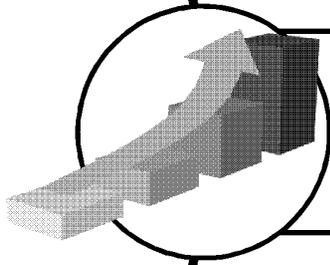
Dedicated

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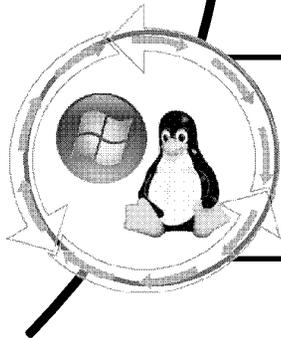
# Partner Benefits



Quickly Onboard New Customers



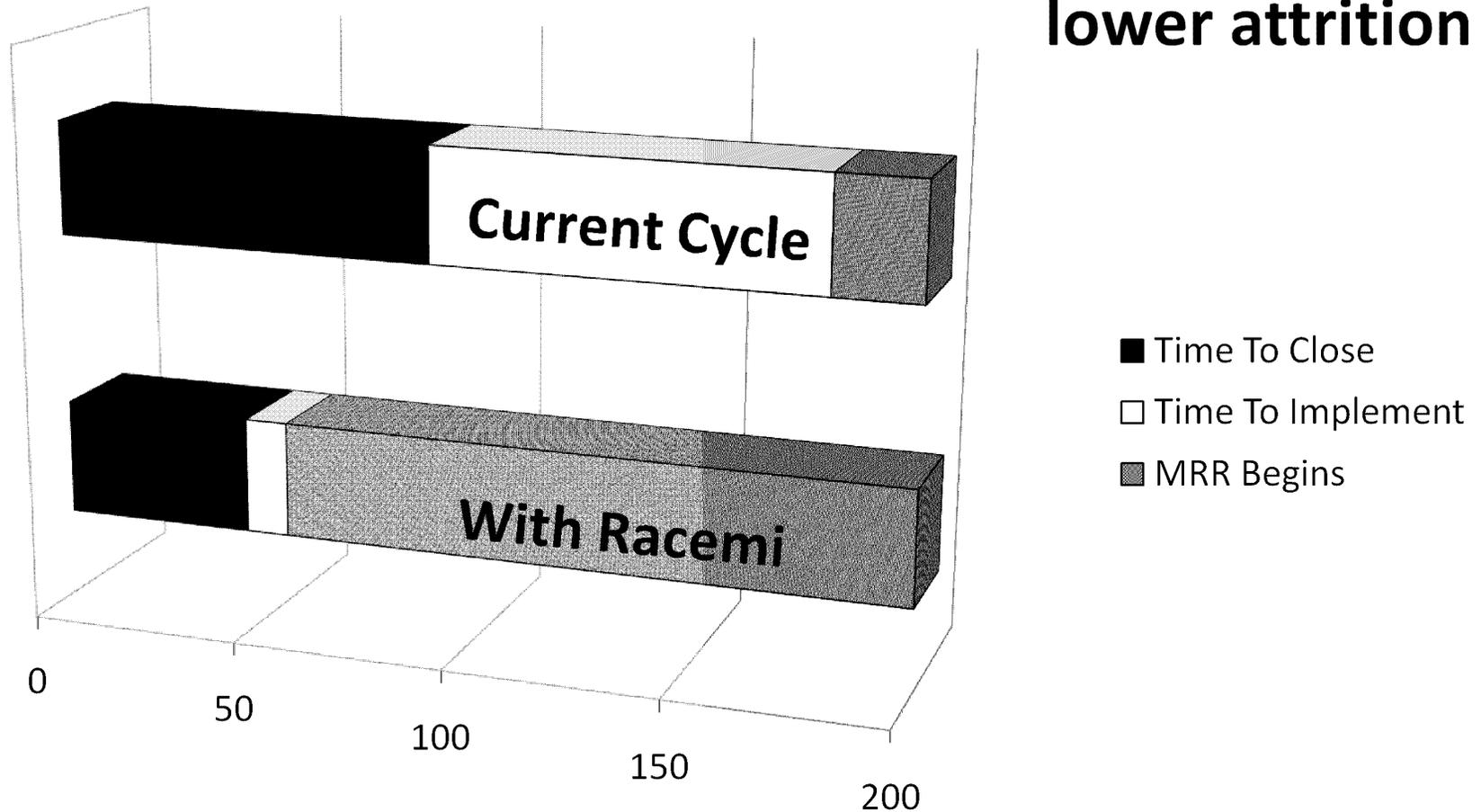
Expand Footprint With Existing Accounts



Reduce time to close and speed monthly recurring revenues

# Accelerating Cloud Adoption

Faster close, implementation, and realized MRR with lower attrition

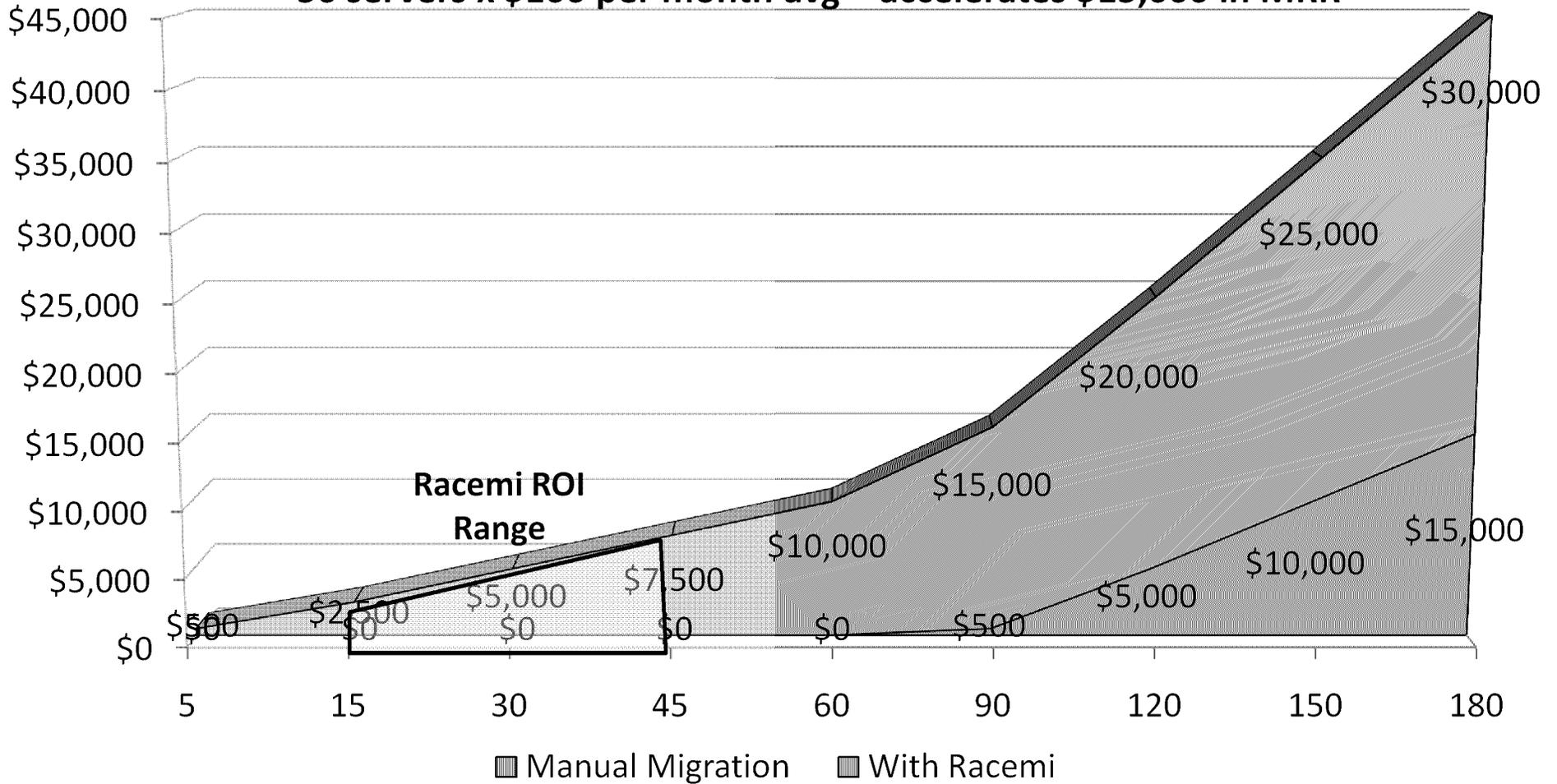


Time To Monthly Realized Revenue In Days

# Accelerating Monthly Recurring Revenues

## Monthly Recurring Revenues In Days

50 servers x \$100 per month avg = accelerates \$15,000 in MRR



# Racemi Partner Program

## Affiliate Program

SaaS based - Racemi assumes hosting, management, and support costs

Co-branded and private label options

Transaction based pricing

Monthly billing

Discounts based on volume

## Black Label Program

On premise software

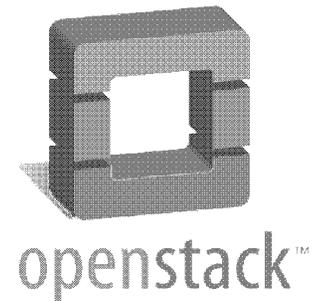
License our portal or integrate with your existing portal using web APIs

Multiple licensing options

Monthly billing

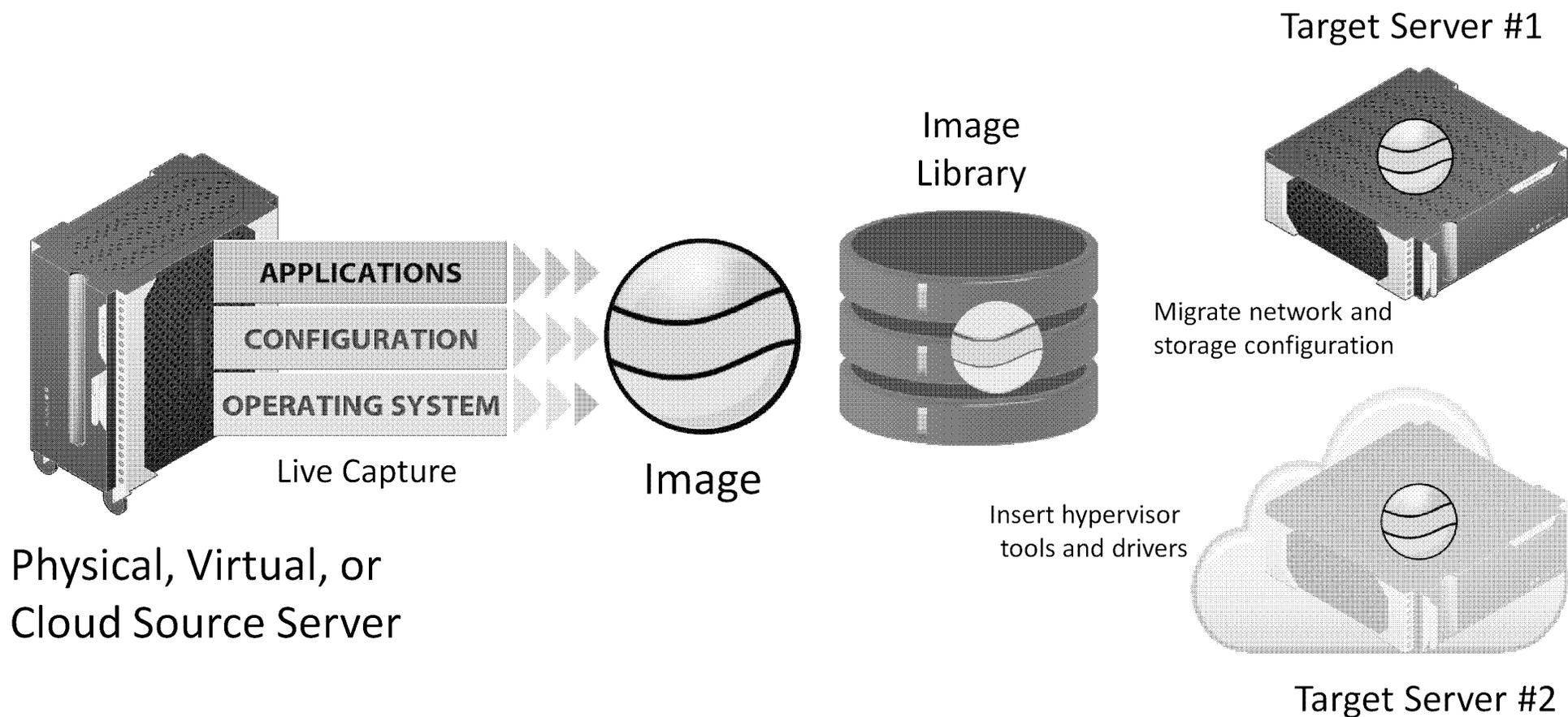
Discounts based on volume

# Current Partners

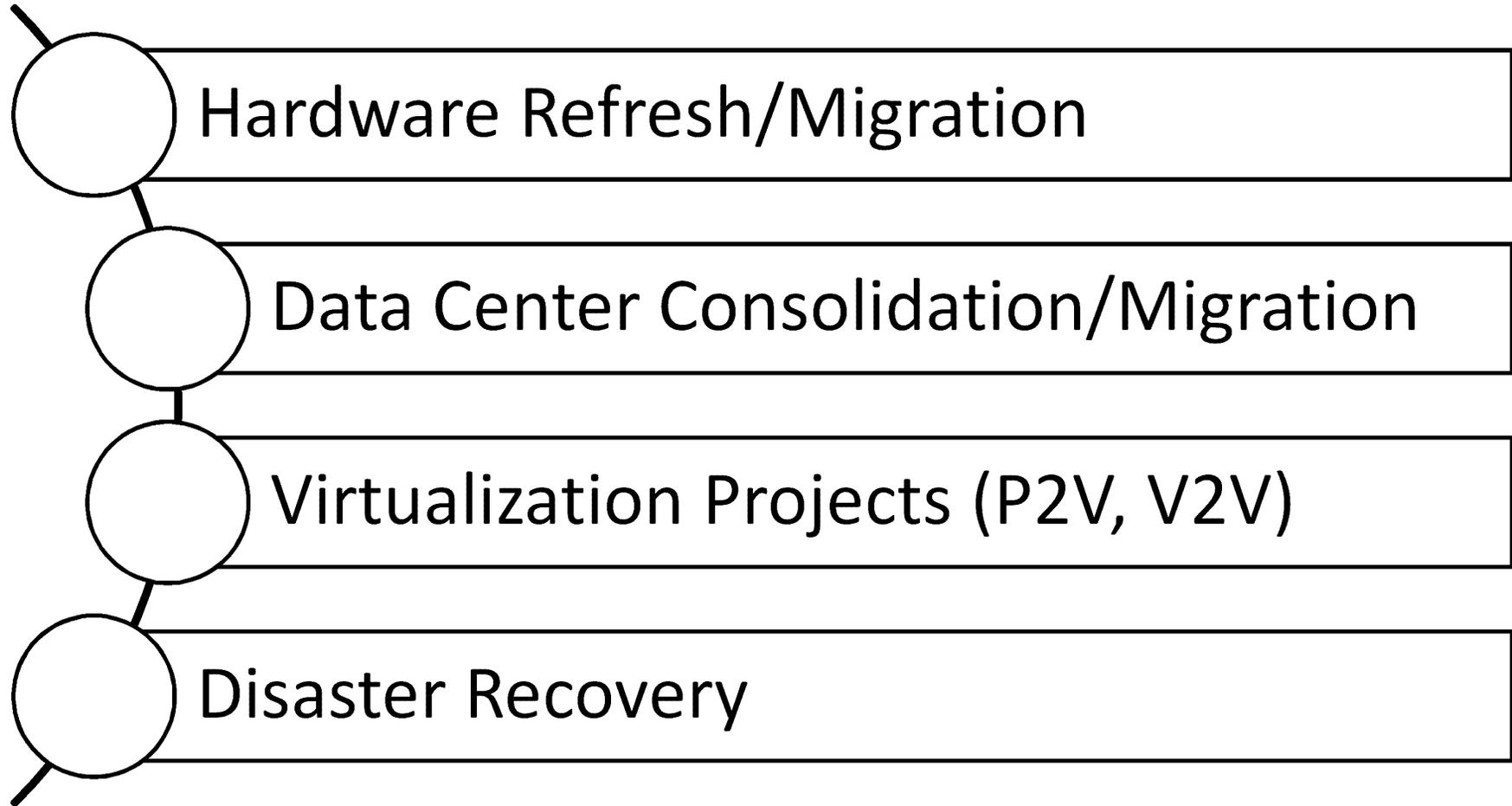


# Data Center Automation and Migration

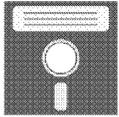
# Racemi Dynamic Imaging



# Use Cases

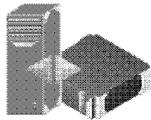


# Advantages



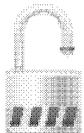
## Bare metal provisioning

- Quickly deploy new hardware
- DR to dedicated servers



## Dissimilar hardware migration

- Dedicated to dedicated on different physical platforms



## Hypervisor conversion

- Convert between vmware, Hyper-V, and Xen



## Low impact

- CPU throttling, image compression (3:1), firewall friendly (SSL/https), internet friendly (fault tolerant transmission)

# Racemi Professional Services

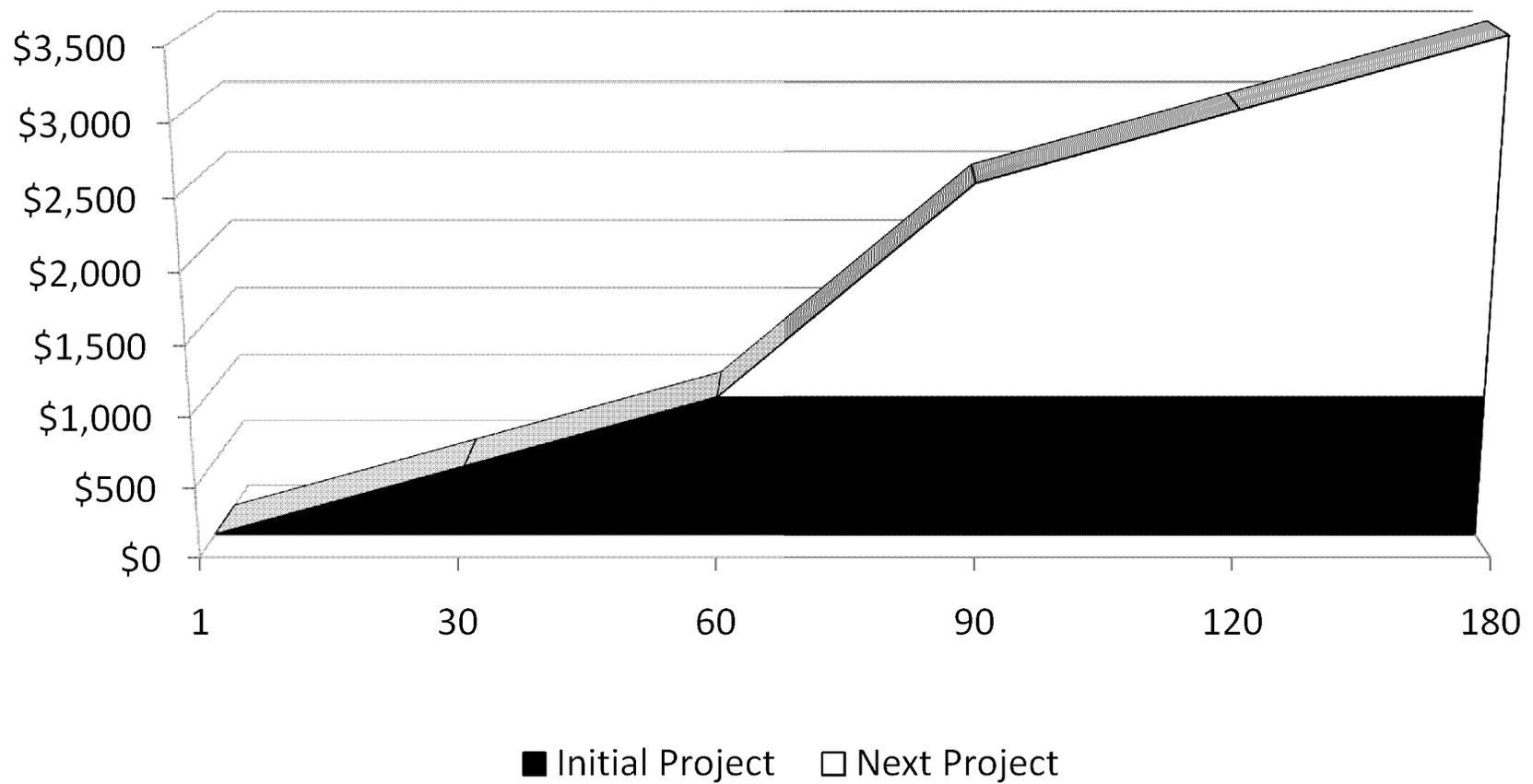
# Racemi Affiliate Program

Benefits	Silver	Gold	Platinum	Black Label
Joint marketing support	X	X	X	X
Promo code for end customers	X	X	X	X
Support for your cloud*	X			
Accelerated support for your cloud*		X	X	X
Product margin options		X	X	X
Co-branded portal w/no competitors listed		X		
Preferred partner status and placement		X		
Private branded portal w/no competitors			X	
Premium partner status and placement			X	X
Private portal on your cloud infrastructure				X
Additional control over end customer fees				X

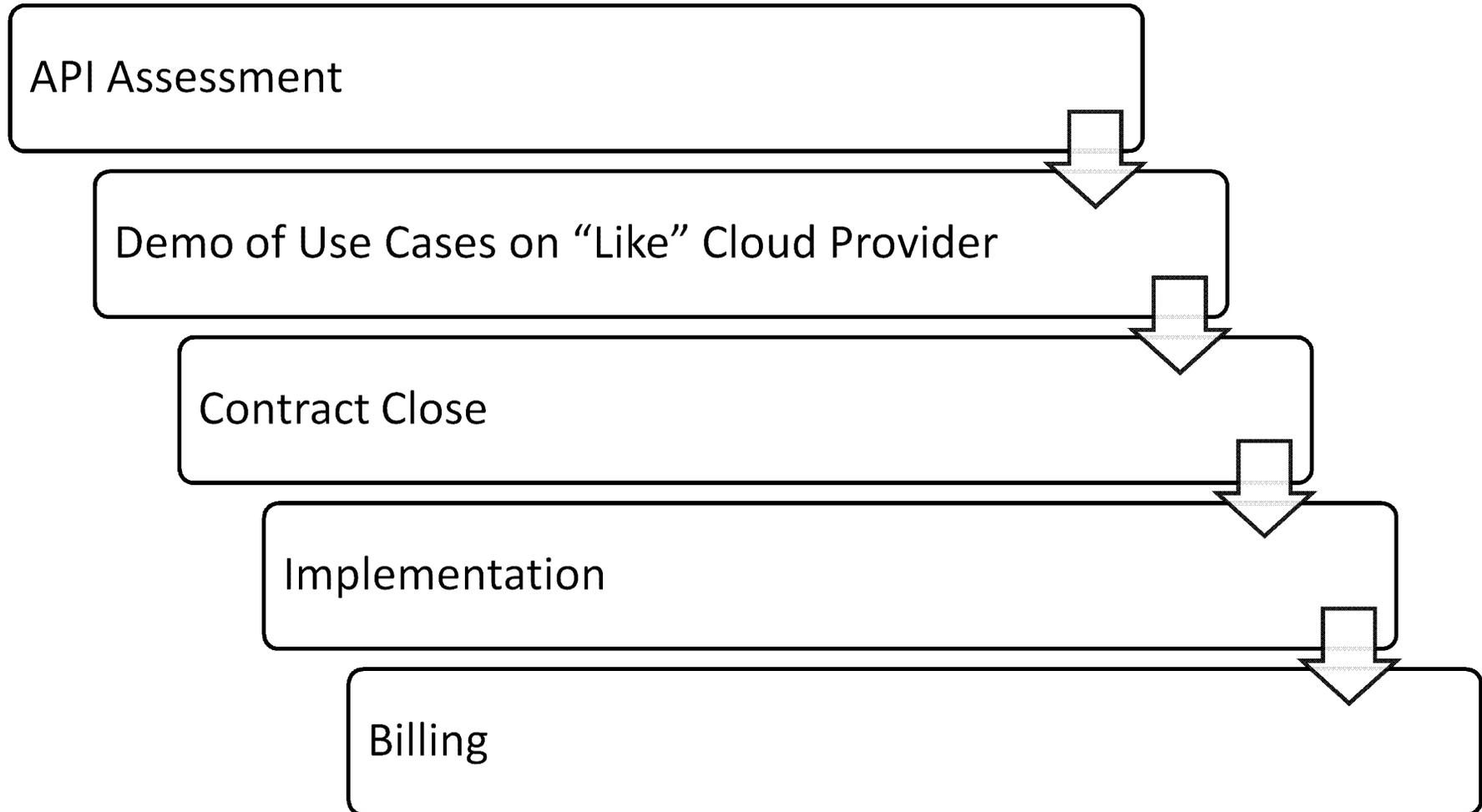
**Racemi®** \* Your cloud must meet certain minimum technical requirements to qualify

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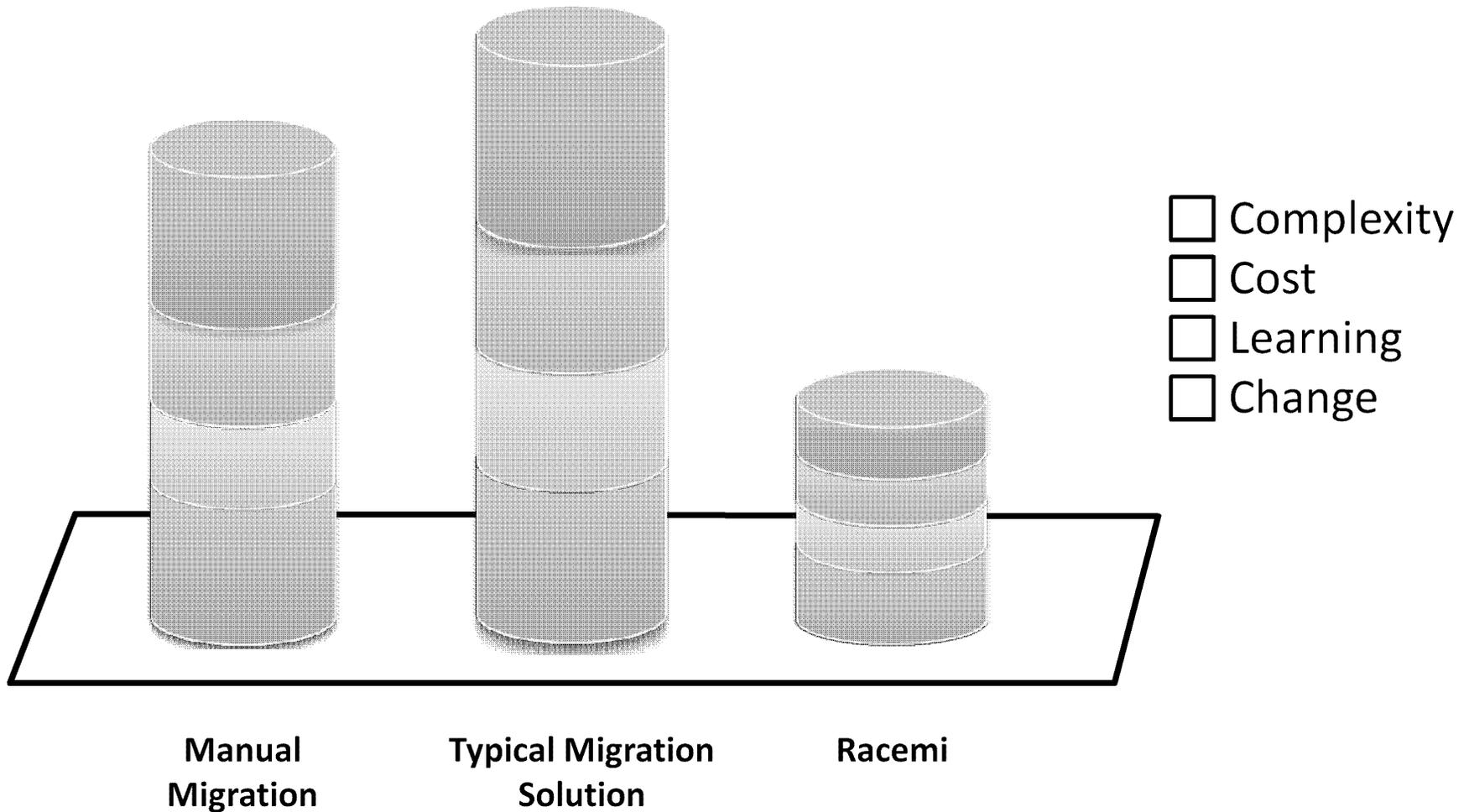
# Expanding Customer Footprint



# Cloud Path Certification Process



# Minimizing Change, Cost, and Complexity



---

**From:** Lorraine Bassett <[lbassett@racemi.com](mailto:lbassett@racemi.com)>  
**To:** Charles Watt <[cwatt@racemi.com](mailto:cwatt@racemi.com)>  
**Sent:** 12/11/2013 2:33:15 PM  
**Subject:** Fwd: Racemi Product Information  
**Attachments:** cloud-path-ibm-sce-v4.pdf; ESL4.4.jpeg; image003.png; racemi-IBM-sales-8-14-13\_final.pptx; racemi-IBM-tech-prezo2013.pptx

Example 1 - IBM

----- Forwarded message -----

From: **lorraine bassett** <[lbassett@racemi.com](mailto:lbassett@racemi.com)>

Date: Mon, Oct 14, 2013 at 8:51 PM

Subject: Racemi Product Information

To: Dharanibalan Gurunathan <[gdharani@sg.ibm.com](mailto:gdharani@sg.ibm.com)>, Prashant Jain <[prashantjain@sg.ibm.com](mailto:prashantjain@sg.ibm.com)>, Douglas Lucock <[dlucock@au1.ibm.com](mailto:dlucock@au1.ibm.com)>

Cc: Roy Cornelius <[rcornelius@racemi.com](mailto:rcornelius@racemi.com)>, Madison Sage <[msage@racemi.com](mailto:msage@racemi.com)>

Doug, Dharanai, Prashant,

Thank you for your time today.

As promised, I have attached some key information for your opportunities. The technical slide deck includes platforms supported with DynaCenter and Cloud Path (our Cloud Migration SaaS offering).

The pdf below is for the Cloud migration offerings.

Please let us know how we can help in pricing for this pending opportunity, if possible we'd really like to be involved if it makes sense.

Pricing information to follow shortly.

Thanks  
Lorraine

**Lorraine Bassett | VP Sales and Business Development | Racemi**  
360 Interstate North Parkway, SE | Suite 360 | Atlanta, GA 30339  
Office + 1-617-391-7834 | Cell + 1-914-319-1311

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[www.racemi.com](http://www.racemi.com)

RAC0000169

**Lorraine Bassett | VP Sales & Business Development | Racemi**

360 Interstate North Parkway, SE | Suite 360 | Atlanta, GA 30339

**Mobile:** 914 319 1311 | **Email:** [lbassett@racemi.com](mailto:lbassett@racemi.com)

**DynaCenter 4.3 Platform Support Matrix**

Operating System	Microsoft Windows	Linux
Operating System (Kernel)	Windows Server 2008 R2, Windows Server 2012 R2, Windows Server 2016	Red Hat Enterprise Linux 7, CentOS 7, Ubuntu Server 14.04 LTS, Ubuntu Server 16.04 LTS, Oracle Linux 7, SUSE Linux Enterprise Server 12 SP5
Database	Microsoft SQL Server 2012, 2014, 2016	Oracle Database 12c, MySQL 5.7, PostgreSQL 10, IBM Db2 11.5
Application Server	Microsoft .NET Framework 4.5, 4.6, 4.7, 4.8	Java 8, Java 9, Java 10, Java 11
Web Server	Microsoft IIS 8.5, 10.0	Apache HTTPD 2.4, Nginx 1.14
Container	Windows Containers	Docker Engine 1.13, Kubernetes 1.10
Cloud Provider	Microsoft Azure	Amazon AWS, Google Cloud Platform, IBM Cloud
Storage	Microsoft Azure Storage	Amazon S3, Google Cloud Storage, IBM Cloud Object Storage
Network	Microsoft Azure Network	Amazon VPC, Google Cloud VPC, IBM Cloud VPC
Logging	Windows Event Viewer	ELK Stack (Elasticsearch, Logstash, Kibana)
Monitoring	Windows Performance Monitor	Datadog, New Relic, Prometheus, Grafana
Security	Windows Security Center	OpenSCAP, SELinux, iptables
Compliance	Windows Security Center	OpenSCAP, SELinux, iptables
Backup/Restore	Windows Backup and Recovery	Veritas Backup Exec, Veeam Backup Proxy
Disaster Recovery	Windows Backup and Recovery	Veritas Backup Exec, Veeam Backup Proxy
High Availability	Windows Failover Clustering	Keepalived, HAProxy, Corosync
Performance	Windows Performance Monitor	Perfmon, iostat, vmstat
Integration	Windows Management Instrumentation (WMI)	Ansible, Puppet, Chef
Support Matrix	Windows Server 2008 R2, Windows Server 2012 R2, Windows Server 2016	Red Hat Enterprise Linux 7, CentOS 7, Ubuntu Server 14.04 LTS, Ubuntu Server 16.04 LTS, Oracle Linux 7, SUSE Linux Enterprise Server 12 SP5

Supported version numbers:  
 OS: Windows Server 2008 R2, Windows Server 2012 R2, Windows Server 2016  
 DB: Microsoft SQL Server 2012, 2014, 2016  
 AS: Microsoft .NET Framework 4.5, 4.6, 4.7, 4.8  
 WS: Microsoft IIS 8.5, 10.0  
 C: Windows Containers  
 CP: Amazon AWS, Google Cloud Platform, IBM Cloud  
 ST: Microsoft Azure Storage  
 N: Microsoft Azure Network  
 L: Windows Event Viewer  
 M: Windows Performance Monitor  
 S: Windows Security Center  
 B: Windows Backup and Recovery  
 D: Windows Backup and Recovery  
 H: Windows Failover Clustering  
 P: Windows Performance Monitor  
 I: Windows Management Instrumentation (WMI)

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# IBM SmartCloud Enterprise Migration Simplified

## Cloud Path

### At-a-Glance

- Migrates existing physical, virtual, or cloud servers to IBM SmartCloud Enterprise
- Live Capture of your systems - no server downtime
- SaaS - no infrastructure to install or maintain
- Supports Windows and Linux
- Secure data transfer over 256 bit SSL connections
- \*Free for qualified IBM customers - limit of 10 free migrations per customer

"For beleaguered systems administrators, the prospect of moving physical servers into cloud services...via a point-and-click Web portal is little short of miraculous..."

- Rachel Chalmers, 451 Research

### Why Use Cloud Path for Your IBM SmartCloud Enterprise Migration?

Racemi's Cloud Path Software As A Service (SaaS) makes cloud migrations for physical and virtual servers fast, reliable, and cost-effective. Cloud Path's image-based provisioning technology automates the entire cloud migration process while supporting a broad range of physical and virtual platforms including VMware, Xen, and Hyper-V.

#### Fast

With Cloud Path, you can automatically migrate your existing server workloads from dissimilar physical, virtual, and cloud platforms to IBM SmartCloud Enterprise cloud instances. There's no need to rebuild from scratch or use templates since **Cloud Path's automated migration process moves the entire server "stack" - operating system, applications, and configuration.**

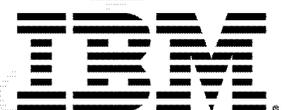
#### Reliable

Cloud Path migrates your existing server in its time tested configuration rather than requiring you to rebuild it from scratch or integrate additional technology. Its **image-based provisioning technology is industry proven, providing a reliable migration** method that's less error prone than other methods with fewer points of failure.

#### Free Of Charge

Racemi and IBM have teamed up to offer qualifying IBM SmartCloud Enterprise (SCE) customers a \*voucher for up to 10 server workload migrations using Racemi Cloud Path at no charge! There is simply no faster or easier way to get existing server workloads into IBM SmartCloud Enterprise.

\* A limited number of vouchers are available for qualified customers and are available on a first-come, first-served basis. The offer may be discontinued at any time. Cloud Path SaaS is provided by Racemi under Racemi agreement terms. IBM is not a party to such agreement and IBM provides no warranties, indemnities or liability, express or implied, with respect to such Racemi services. Customers wishing to migrate more than 10 servers should contact their IBM sales representative for pricing options.



# Racemi Cloud Path

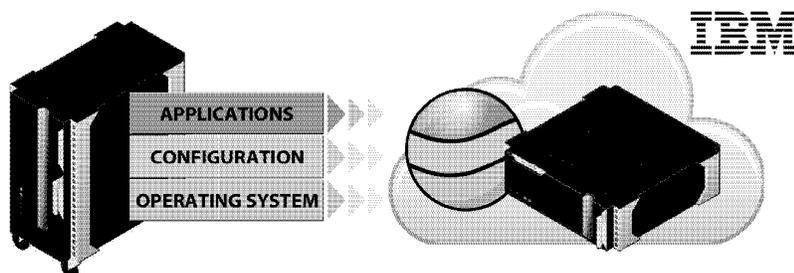
## When Should I Use Cloud Path?

Use Racemi Cloud Path if you need to:

- **Migrate** physical or virtual servers from a private data center to IBM SmartCloud Enterprise.
- Migrate an existing cloud server from another provider to IBM SmartCloud Enterprise.
- Migrate applications on Windows 2008 R2 or RHEL/CentOS 5.x, 6.x to IBM SmartCloud Enterprise.

## How Does Cloud Path Work?

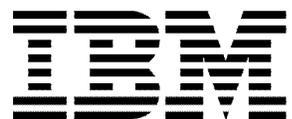
Cloud Path captures an “image” of the **OS, configuration, application files, and other information** on your source server and deploys it **to a new IBM SmartCloud Enterprise cloud server** instance. Cloud Path **applies any necessary drivers, virtual tools, and OS licenses “in flight”** to prepare the image for the IBM SmartCloud Enterprise platform. This enables Cloud Path to quickly and easily migrate servers from dissimilar physical, virtual, and cloud platforms.



## Key Additional Features Include:

- Live Capture means no server down time.
- Software as a Service (SaaS) - no infrastructure to install or maintain
- Migration of data over 256 bit SSL (HTTPS) connections to ensure security
- Firewall friendly outbound server communication for easy network traversal
- Over the wire compression of data (2-3x)
- Auto update of the OS license

Sign Up For Racemi Cloud Path at  
<http://www.racemi.com/ibm>



## How Do I Learn More About Racemi Cloud Path?

To learn more about quickly and effectively migrating to the cloud, visit  
[www.racemi.com/ibm](http://www.racemi.com/ibm) or email [info@racemi.com](mailto:info@racemi.com)







# Racemi and IBM

## Accelerating Cloud Adoption



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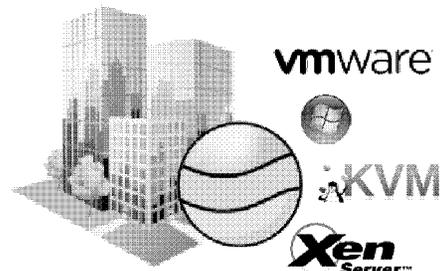
# What Is Cloud Path for IBM?

- A Racemi/IBM SaaS for automatically migrating customer server workloads to IBM SmartCloud Enterprise or SoftLayer CloudLayer.
  - Self-service web portal - no infrastructure to manage
  - Live Capture - no server downtime
  - Supports Windows and Linux
  - Firewall friendly (https), secure data transfer (256 bit AES SSL)
  - Free for IBM customers on first come basis (up to 500

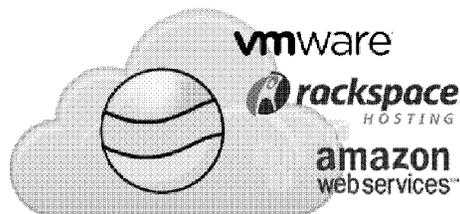


# What We Do – Automated Server Migration

\*Animated slide



*Customer's Private Data Center  
(P2C, V2C)*



*Other Cloud Providers  
(C2C)*

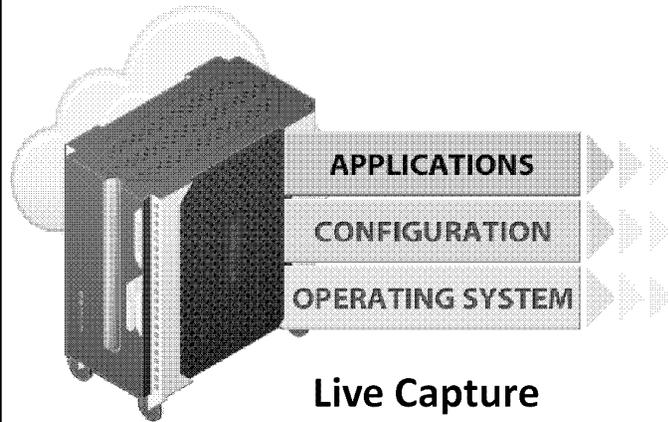


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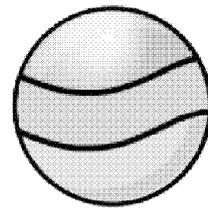
# When should I use Cloud Path?

- Migrate physical or virtual servers from a private data center
  - Windows 2008 R2 or RHEL/CentOS 5.x,6.X
  - VMware ESX/ESXi/vSphere, Xen, Hyper-V, KVM
- Migrate an existing cloud server from a competitive cloud
  - Amazon, Rackspace, GoGrid
- Customer is looking to permanently migrate applications or web servers

# How It Works

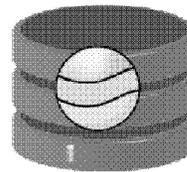


Customer Physical, Virtual, or Cloud Source Server

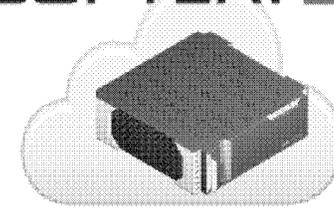


Image

Image Library



IBM SmartCloud  
SOFTLAYER



**Step 1:** Spin Up New IBM Cloud Instance



**Step 2:** Auto-Install The Racemi Agent



**Step 3:** Configure Image Payload For IBM Cloud



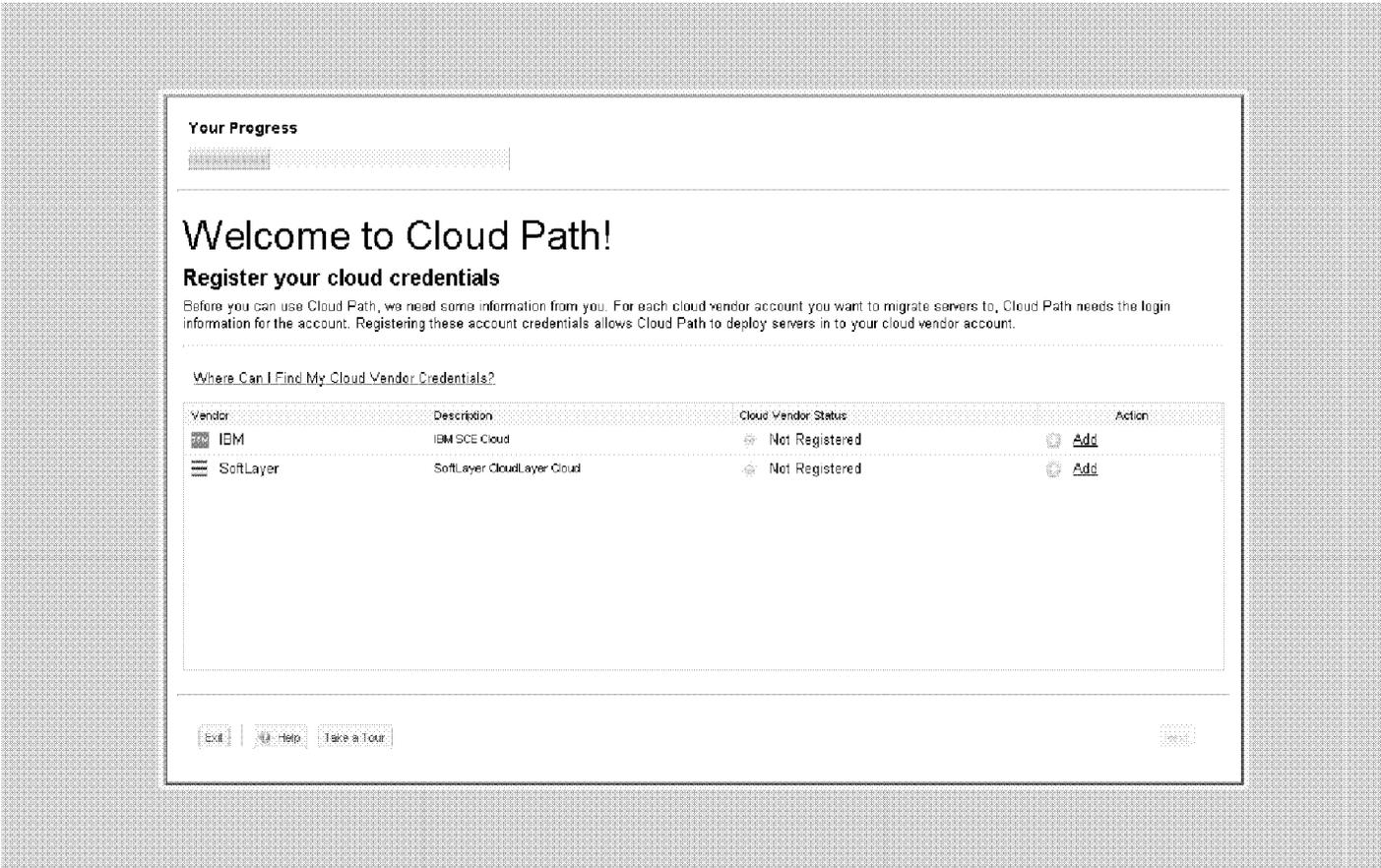
**Step 4:** Deploy Image



\*Animated slide

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# Cloud Path for IBM Screenshot



# Data Center Coverage

IBM SCE	SoftLayer
Raleigh, NC	Dallas 1, TX
Boulder, CO	Dallas 5, TX
Canada	Washington D.C.
Germany	Seattle, WA
Japan	San Jose, CA
Singapore	
Australia	

# Which Cloud to Push

- IBM SmartCloud Enterprise or Softlayer's IaaS.
  - <https://w3-connections.ibm.com/communities/service/html/communityview?communityUuid=b02d494d-769f-49d8-ba30-bc4340a3530c>

# What are we offering?

- Promotion

- First 500 successful deployments free of charge - “first come first serve” i.e. IBM will subsidize
- Note customer images may be removed after 7 days to save IBM/Racemi storage costs
  - Customer has up to 7 days to move the image

- Standard Cloud Path Pricing

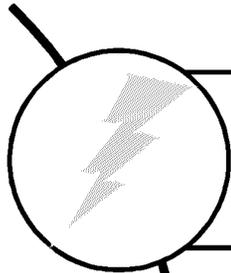
-  per successful deployment to SmartCloud Enterprise or SoftLayer CloudLayer

9

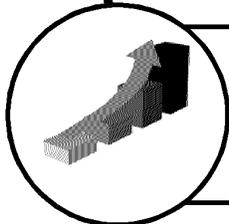
# Non-Standard Migration Pricing

- Racemi professional services
  - [REDACTED] per server workload for up to 2 hours
  - [REDACTED] per hour after 2 hours
  - SoW developed between Racemi/customer to determine scope
- On Racemi paper
  - Professional services agreement with IBM/Racemi planned Q4

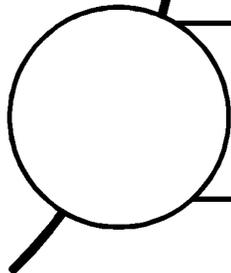
# How We Help IBM Customers



Fast – Takes minutes instead of days



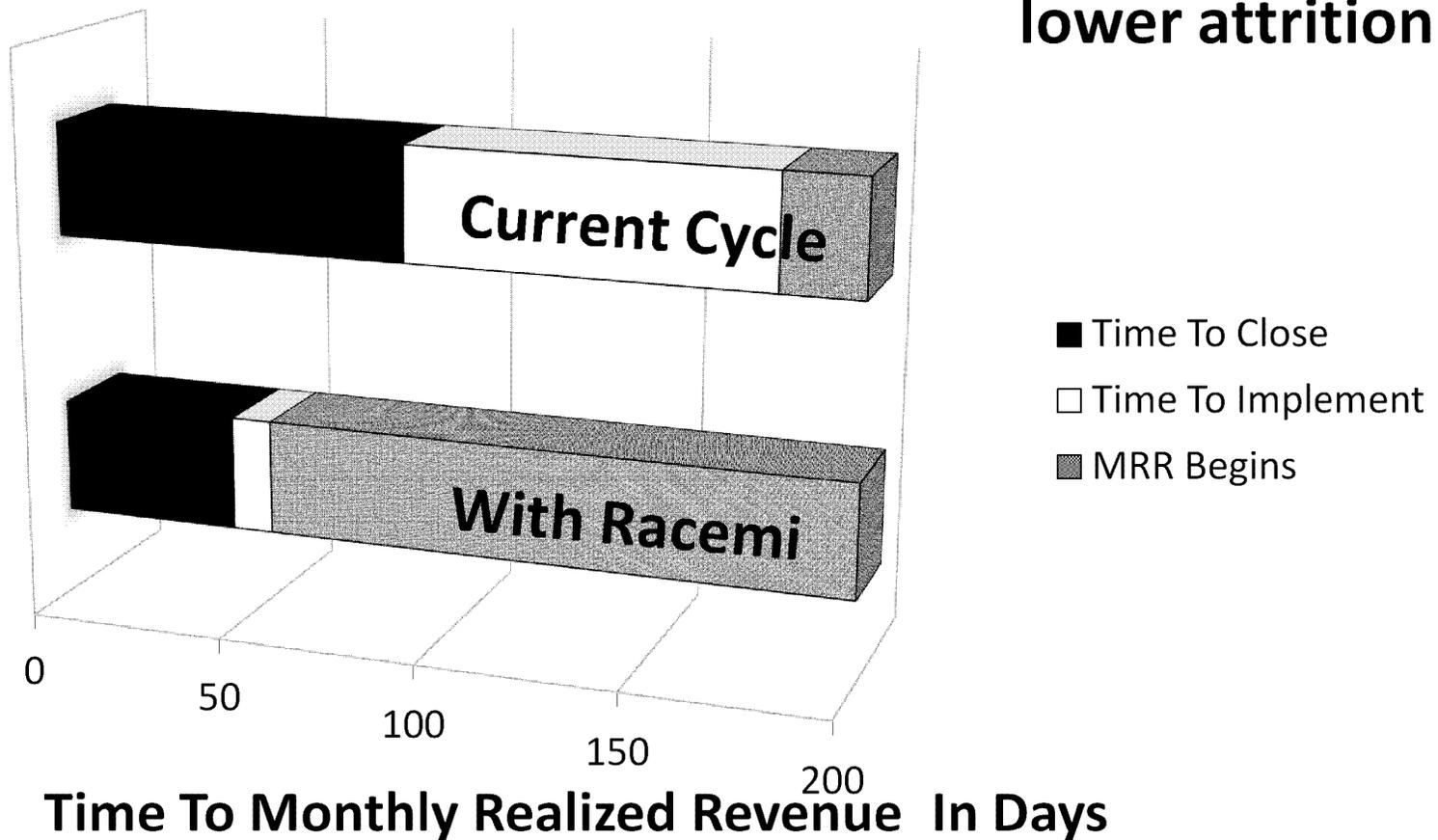
Reliable - migrates proven configurations



SaaS – no infrastructure to deploy and manage

# IBM Benefits

Faster close, implementation, and realized MRR with lower attrition



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# Sales Deliverables

- Datasheet, eCard, Infographic
  - [http://w3.tap.ibm.com/medialibrary/media\\_set\\_manage?id=27579](http://w3.tap.ibm.com/medialibrary/media_set_manage?id=27579)
- Tutorial <http://www.racemi.com/tour/ibm/start.htm>
- Websites: [www.racemi.com/ibm](http://www.racemi.com/ibm) and [www.ibm.com/migrations](http://www.ibm.com/migrations)
- Social media: Twitter, Facebook, LinkedIn
- Article in SmartCloud Enterprise external newsletter distributed to all existing clients
- Include offer in SCE monthly tip email

13



# Process

- Identify customer
  - New customer - include as differentiator
  - Inactive customer - offer new service
- Qualify opportunity - Contact Madison
  - Technically qualify with Racemi based on technical profile
  - Request pre-sales assistance
- Initiate migration
  - Initial migrations for the promo will be assisted by Racemi to maximize customer satisfaction



# Summary

- User friendly SaaS portal
  - Automated migration process minimizes user effort, error, and required expertise
  - Migrate workloads “as is”
  - No server downtime
- Initial promotion - 500 migrations “free to customer”
- No risk - All the benefits

# For More Information

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Account Manager

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WW Channel Sales Lead

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+1-781-727-5372

Lorraine Bassett

VP Sales and Business Development

[lbassett@racemi.com](mailto:lbassett@racemi.com)

+1 914 319 1311



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# IBM Inside Sales Coverage Racemi Cloud Path + IBM SCE

## North America IOT

### Cloud Sales Manager:

- Joseph P Clark/Cranford/IBM

### Cloud Sales:

- Erica Callaway/Dallas/IBM – Canada IMT
- Lesia Turner/Dallas/IBM – West IMT
- Lauren Schuyler/Dallas/IBM – East IMT

### Cloud Technical Sales:

- Brandon D Timberlake/Dallas/IBM
- Kristopher L Opray/Dallas/IBM@IBM

## Europe IOT

### Cloud Sales Leader:

- Roberto Magnani/Italy/IBM

### Cloud Sales Manager:

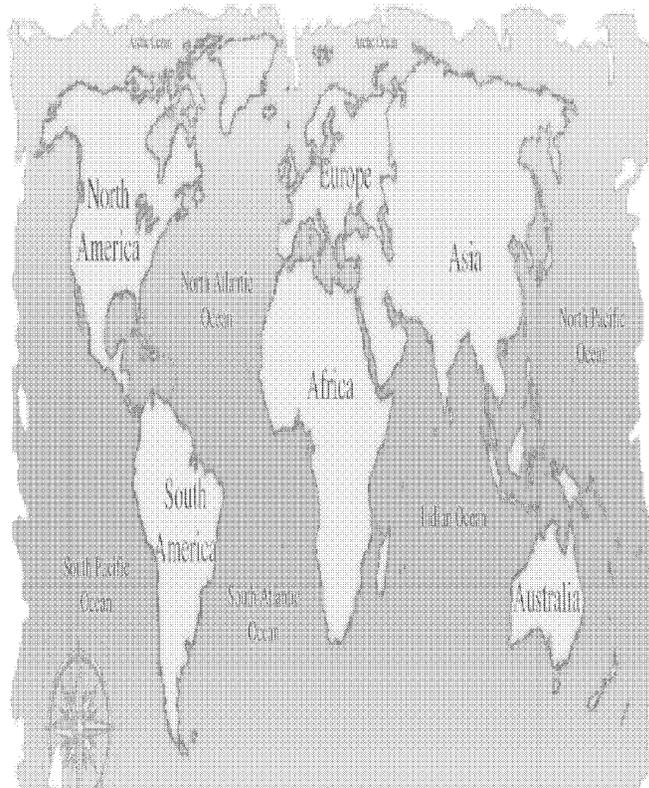
- Barry Brown/Ireland/IBM

### Cloud Sales:

- Adrian McGrogan/Ireland/IBM – UKI
- Mario Auge/Ireland/IBM – Germany
- Giuseppe Gagliardi/Ireland/IBM – Italy
- Malika Lardjane/Ireland/IBM – France
- Cristina Hernandez1/Ireland/IBM – SPGI
- David Barry/Ireland/IBM – Nordics/BeNeLux

### Cloud Technical Sales:

- Hans Kristian Moen1/Ireland/IBM - UKI
- Andreas Neier/Ireland/IBM – Germany
- Jesus Artech Gonzalez/Ireland/IBM – EU
- Ignacio Daza Barbadillo/Spain/IBM – EU



## Wordwide Cloud Web Sales

**Cloud Sales Director:** Bob Wong/White Plains/IBM

**Cloud Sales Leader:** Nathan Sirota/Bedford/IBM

**Cloud Marketing:** Cheryl L Mikovch/Raleigh/IBM



## Growth Market Unit

### Cloud GMU BUE:

- Daniel Friedland/Australia/IBM

## Asia-Pacific

### Cloud Sales:

- Roywen Floyd S Esclanda/Philippines/IBM
- Alvin C Gopilan/Philippines/IBM
- Audrey Mae T Plaza/Philippines/IBM
- Kristine E Soliven/Philippines/IBM

### Cloud Technical Sales:

- Rhyan U Dominguez/Philippines/IBM
- Christopher A Santos/Philippines/IBM

## CEE

### Cloud Sales

- Grzegorz Kaczynski/Slovakia/IBM

## Latin America

### Cloud Sales

- Eloy Francisco Alfonso - SSA
- Rodolfo Stolf Riboldi/Brazil/IBM - Brazil

## Japan IOT

### Cloud Sales Lead:

- Kunihiro Mimura/Japan/IBM

### Cloud Sales:

- Ryoko Hinosawa/Japan/IBM
- Yohko Katoh/Japan/IBM



# Racemi and IBM

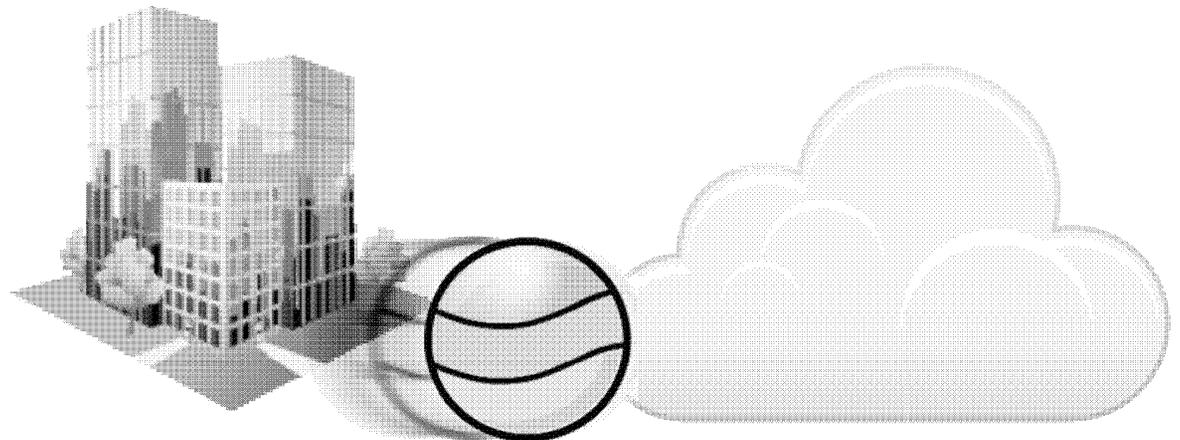
## Accelerating Cloud Adoption



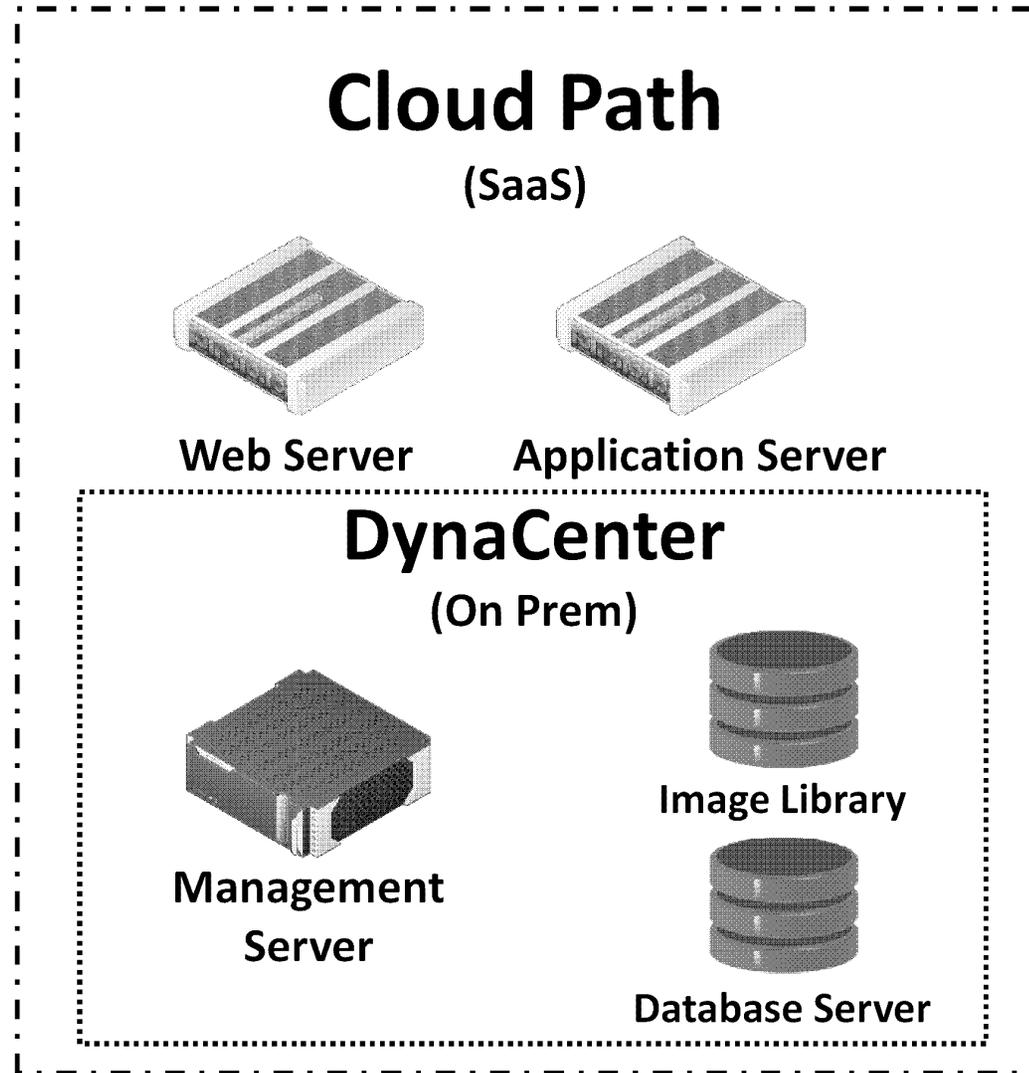
© 2012 Racemi Inc. All Rights Reserved

# Who Is Racemi?

- Headquartered in Atlanta, GA
- Privately held, established in 2001
- The moving company for the cloud, offering software and consulting solutions for private, public, and hybrid cloud provisioning, migration, and consolidation.



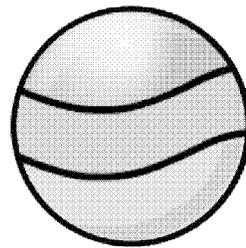
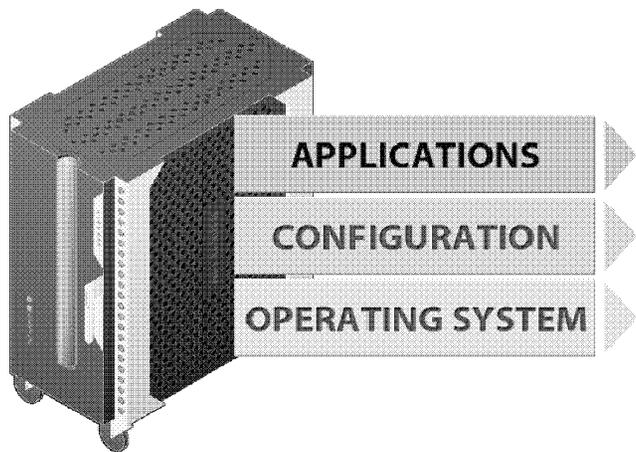
# Racemi Product Options\*



\*Animated slide

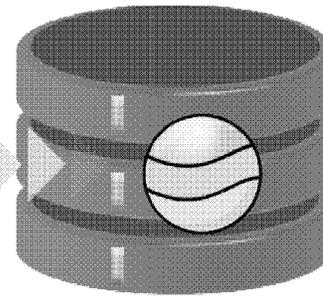
# Capabilities

Source Server

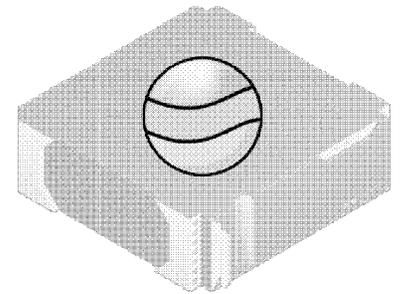
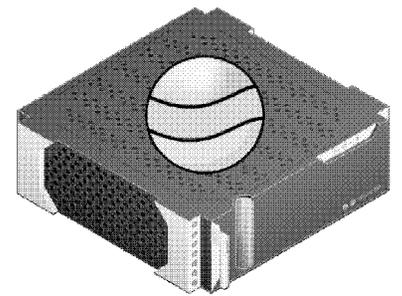


Image

Image Library



Configuration #1



Configuration #2

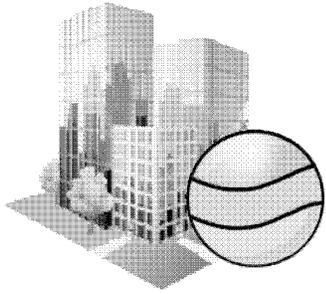
- Live / offline capture – integrates with the server's volume manager
- Movement to dissimilar hardware – [PVC]2[PVC]
- Automatic injection of drivers, hypervisor tools and software
- Automatic updates for any OS configuration settings
- Broad support: Linux, Windows, VMware, Xen, Hyper-V, etc.

# DynaCenter Supported Platforms

Platform	Supported
Windows Server 2003 and 2008 R2	✓
RHEL 4.x, 5.x, and 6.x	✓
CentOS 4.x, 5.x, and 6.x	✓
SLES 10, 11	✓
VMware ESX 3.5 and 4.x	✓
VMware ESXi 4.x and 5.x	✓
Citrix Xen 5.x, 6.x	✓
Microsoft Hyper-V 2008	✓
Microsoft Windows 2012	Q42013
Ubuntu 10.04, 12.04 (LTS)	

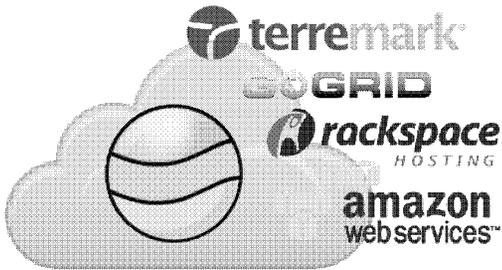
# Full Cloud Migration Capabilities\*

\*Animated slide

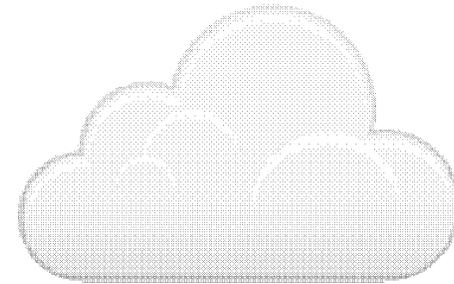


Customer's Private Data Center

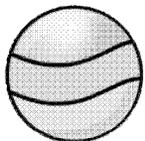
Public, Virtual Private, or Dedicated Cloud



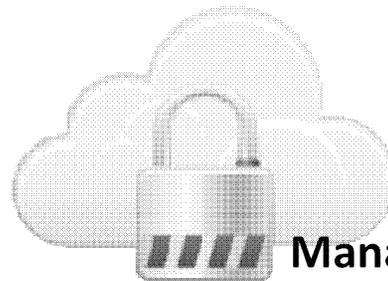
Other Cloud Providers



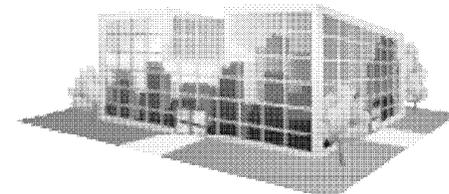
Public, Virtual Private, or Dedicated Cloud



Public Cloud



Managed



Dedicated



Between Your Own Infrastructure

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# Technology

- ❑ Patented server image management:
  - Capture, copy, move and deploy server workloads
  - Physical/virtual/cloud transitions: [PVC]2[PVC]
- ❑ Partner Ready:
  - Industry standard Web Services API for integration into customer portal or other management tool
  - SaaS product can be rebranded for quick addition to web UI

# DynaCenter Architecture

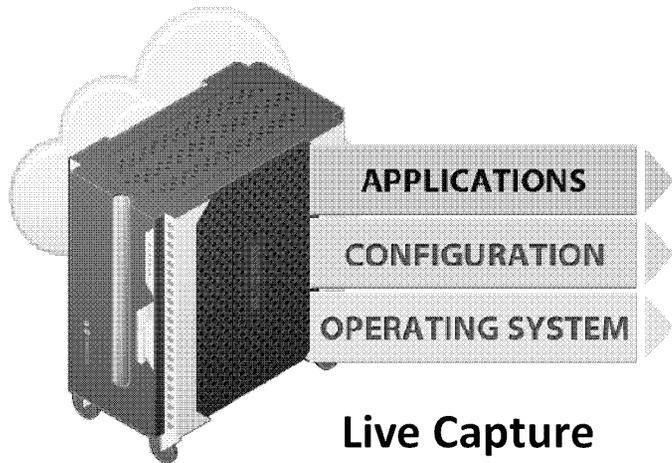
- Adds two components to the IT infrastructure:
  1. Management appliance
  2. Image library (webDAV)
- Supports multiple appliances and libraries for:
  - Scalability
  - Availability
  - Geographic proximity to managed servers



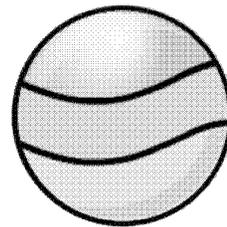
# What Is Cloud Path for IBM?

- A Racemi/IBM SaaS for automatically migrating customer server workloads to IBM SmartCloud Enterprise or SoftLayer CloudLayer.
  - Self-service web portal - no infrastructure to manage
  - Live Capture - no server downtime
  - Supports Windows and Linux
  - Firewall friendly (https), secure data transfer (256 bit AES SSL)
  - Free for IBM customers on first come basis (up to 500 migrations)

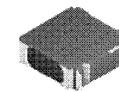
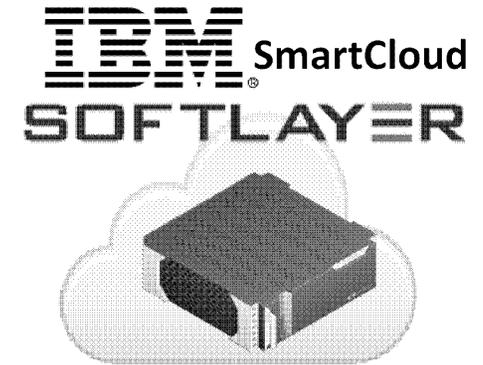
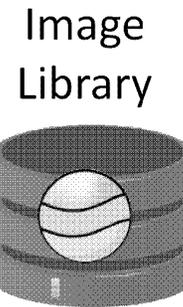
# How It Works



Customer Physical, Virtual, or Cloud Source Server



Image



**Step 1:** Spin Up New IBM Cloud Instance



**Step 2:** Auto-Install The Racemi Agent



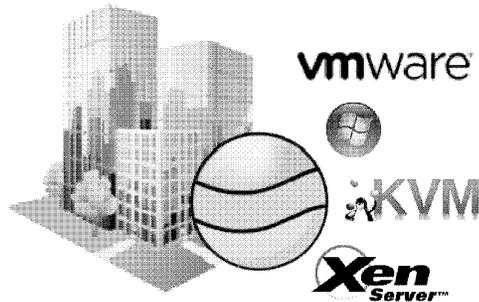
**Step 3:** Configure Image Payload For IBM Cloud



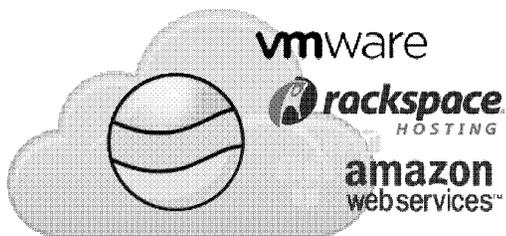
**Step 4:** Deploy Image

# What We Do – Automated Server Migration

\*Animated slide



*Customer's Private Data Center  
(P2C, V2C)*



*Other Cloud Providers  
(C2C)*



# When should I use Cloud Path?

- Migrate physical or virtual servers from a private data center
  - Windows 2008 R2 or RHEL/CentOS 5.x,6.X
  - VMware ESX/ESXi/vSphere, Xen, Hyper-V, KVM
- Migrate an existing cloud server from a competitive cloud
  - Amazon, Rackspace, GoGrid
- Migrate applications or web servers



# Data Center Coverage

<b>IBM SCE</b>	<b>SoftLayer</b>
Raleigh, NC	Dallas 1, TX
Boulder, CO	Dallas 5, TX
Canada	Washington D.C.
Germany	Seattle, WA
Japan	San Jose, CA
Singapore	

# Cloud Path Supported Platforms

Platform	Supported
Windows Server 2008 R2	
RHEL 5.x and 6.x	
CentOS 5.x and 6.x	
VMware ESX/i 4.x and 5.x	
Citrix Xen 5.x, 6.x	
Microsoft Hyper-V 2008	
Ubuntu 10.04, 12.04 (LTS)	
Windows 2003 and 2012	Q413

# IBM/Racemi Delivery Approaches

Racemi will be using 3 method to accomplish migrations:

- **Self Service Migration:**

Racemi's Cloud Path will be made available for those customers whose OSES are directly supported and wish to perform the migration themselves.

- **Assisted Migration:**

Customers who do not wish to conduct their own migrations but can be handled by the Racemi automation tool will be migrated in an assisted fashion.

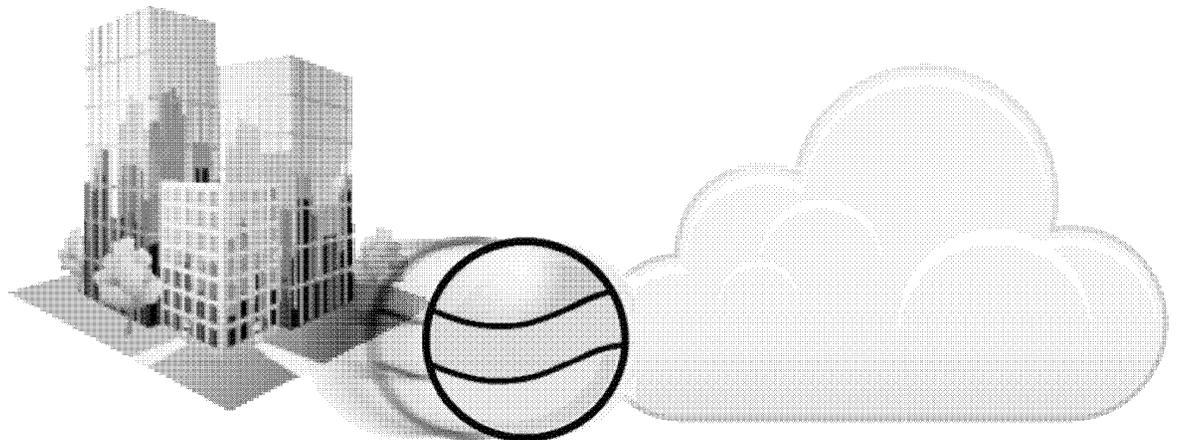
- **Manual Migration:**

Customers whose OSES cannot be migrated with any Racemi automated approach will be manually migrated.

**Note:** All Racemi migration work (manual or otherwise) will have the Program and Project Manager process and workflow deeply integrated to insure the project's success.

# Summary

- DynaCenter and Cloud Path technology offerings
- Self Service, Assisted and Manual options
- SCE and SoftLayer Clouds certified



---

**From:** Lorraine Bassett <[lbassett@racemi.com](mailto:lbassett@racemi.com)>  
**To:** Charles Watt <[cwatt@racemi.com](mailto:cwatt@racemi.com)>  
**Sent:** 12/11/2013 2:35:53 PM  
**Subject:** Fwd: AWD to Softlayer

Ex 4

----- Forwarded message -----

From: **Madison Sage** <[msage@racemi.com](mailto:msage@racemi.com)>  
Date: Wed, Nov 20, 2013 at 1:33 PM  
Subject: RE: AWD to Softlayer  
To: Leonardo Bizzozero <[Leonardo.Bizzozero@ch.ibm.com](mailto:Leonardo.Bizzozero@ch.ibm.com)>  
Cc: Lorraine Bassett <[lbassett@racemi.com](mailto:lbassett@racemi.com)>, Darren Metherell <[dmetherell@racemi.com](mailto:dmetherell@racemi.com)>

Hi Leonardo,

Yes, Racemi's Cloud Path SaaS product can migrate existing AWS servers into SoftLayer CloudLayer.

Do you have a particular customer in mind with this specific migration project? I would be happy to help qualify and guide them through the migration process.

Thank you,  
Madison

Madison Sage | Account Manager | Racemi  
360 Interstate North Parkway, SE | Suite 360 | Atlanta, GA 30339  
Office: + 1-678-302-1647 | Mobile: + 1-770-687-4053  
<http://www.racemi.com/> | [msage@racemi.com](mailto:msage@racemi.com)

-----Original Message-----

From: Leonardo Bizzozero [<mailto:Leonardo.Bizzozero@ch.ibm.com>]  
Sent: Wednesday, November 20, 2013 5:19 AM  
To: [info@racemi.com](mailto:info@racemi.com)  
Subject: AWD to Softlayer

Dear team,

just a check from my side.

Is Racemi Cloud Path supporting a migration from AWS to IBM Soflayer Cloudlayer?

Thanks in advance!

Cordiali Saluti / Kind Regards

Leonardo Bizzozero  
Design Authority Leader SO Delivery Switzerland Certified IT Architect

RAC0000209

Strategic Outsourcing Delivery IMT DACH

(Embedded image Phone: 41-58 333 52 94 | Mobile: 41-79 759 51 30 |

E-mail: (Embedded

moved to file: [bizz@ch.ibm.com](mailto:bizz@ch.ibm.com)

image moved

pic10995.jpg)

to file:

some text

pic31477.gif)

IBM

Viale

Serfontana 7

Morbio, 6834

Switzerland

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**Lorraine Bassett | VP Sales & Business Development | Racemi**

360 Interstate North Parkway, SE | Suite 360 | Atlanta, GA 30339

**Mobile:** 914 319 1311 | **Email:** [lbassett@racemi.com](mailto:lbassett@racemi.com)

---

**From:** Lorraine Bassett <lbassett@racemi.com>  
**To:** Charles Watt <cwatt@racemi.com>  
**Sent:** 12/11/2013 2:37:09 PM  
**Subject:** Fwd: Simple migrating of Dev / Test OSIs from typical VMware environment (in an Australian DC) to SoftLayer (in Singapore).

----- Forwarded message -----

From: **Ian Dixon** <iandixon@au1.ibm.com>  
Date: Sun, Nov 17, 2013 at 3:47 PM  
Subject: RE: Simple migrating of Dev / Test OSIs from typical VMware environment (in an Australian DC) to SoftLayer (in Singapore).  
To: Madison Sage <msage@racemi.com>  
Cc: Matthew Lee <matthewl@au1.ibm.com>, lorraine bassett <lbassett@racemi.com>

Hi Madison,

please note, I am currently working with Lorraine Bassett on this opportunity.

sincerely,

---

## Ian Dixon

Cloud Managed Services - Solution Representative  
Global Technology Services - IBM Australia

mobile phone : +61 432 461 967  
email : [iandixon@au1.ibm.com](mailto:iandixon@au1.ibm.com)



---

From: Madison Sage <msage@racemi.com>  
To: Ian Dixon/Australia/IBM@IBMAU,  
Cc: Matthew Lee/Australia/IBM@IBMAU  
Date: 12/11/2013 08:30 AM  
Subject: RE: Simple migrating of Dev / Test OSIs from typical VMware environment (in an Australian DC) to SoftLayer (in Singapore).

Hi Ian,

My name is Madison Sage, I am a dedicated account manager for the IBM/SoftLayer partnership with Racemi.

I wanted to let you know that I will be taking your question to our technical resources and will have some answers for you soon.

Thank you,

RAC0000211

Madison

**Madison Sage | Account Manager | Racemi**

360 Interstate North Parkway, SE | Suite 360 | Atlanta, GA 30339

Office: + 1-678-302-1647 | Mobile: + 1-770-687-4053

<http://www.racemi.com/> | [msage@racemi.com](mailto:msage@racemi.com)

**From:** Ian Dixon [<mailto:iandixon@au1.ibm.com>]

**Sent:** Monday, November 11, 2013 12:24 AM

**To:** [info@racemi.com](mailto:info@racemi.com); [services@racemi.com](mailto:services@racemi.com)

**Cc:** Matthew Lee

**Subject:** Re: Simple migrating of Dev / Test OSIs from typical VMware environment (in an Australian DC) to SoftLayer (in Singapore).

**Importance:** High

Hello Racemi,

a colleague of mine directed me to you website.

I have a client who is interested in migrating a workloads across from their current dev/test VMware environment, into SoftLayer ..... to test out the SoftLayer solution. I am struggling with how we would simply and cheaply perform the migration piece. Very "High Level" information is as follows :

- x86, Windows **2003** and 2008 R2 plus Redhat Linux
- unsure of the amount of OSI's at this stage, or size
- V2V only
- dev/test only

I have read your website on how to migrate from IBM SCE to SoftLayer, for free. I am wanting to understand how you would do it from a clients traditional VMware dev/test environment, and how much it costs.

Is there a simple scope document and price that you could provide?

sincerely,

<b>Ian Dixon</b>		
Cloud Managed Services - Solution Representative		
Global Technology Services - IBM Australia		
mobile phone :	+61 432 461 967	
email :	<a href="mailto:iandixon@au1.ibm.com">iandixon@au1.ibm.com</a>	

From: Matthew Lee/Australia/IBM  
To: Ian Dixon/Australia/IBM@IBMAU,  
Cc: Chris Freeman/Australia/Contr/IBM@IBMAU, Steven Thomas/Australia/IBM@IBMAU  
Date: 11/11/2013 03:01 PM  
Subject: Re: Simple migrating of Dev / Test OSs from typical VMware environment (in an Australian DC) to SoftLayer (in Singapore).

---

All  
As you are aware for SCE to SL, the tool that's being used is RACEMI.

<http://www.racemi.com/wpas/>

I think we should leverage this if possible and do a comparison with the default tools e.g. VMware converter, double take etc etc.

Regards,

**Matt Lee**

Consulting Technical Solutions Manager  
(IBM Certified IT Architect)

Phone: +61-2-9407-5063   Mobile: +61-401-146-449 E-mail: <a href="mailto:matthewl@au1.ibm.com">matthewl@au1.ibm.com</a> " <i>Live as if you were to die tomorrow. Learn as if you were to live forever.</i> " — Mahatma Gandhi"	 601 Pacific Highway St. Leonards, NSW 2068 Australia
--	--

Ian Dixon/Australia/IBM  11/11/2013 02:10 PM	To	Steven Thomas/Australia/IBM@IBMAU, Matthew Lee/Australia/IBM@IBMAU, Chris Freeman/Australia/Contr/IBM@IBMAU,
	cc	
	Subject	Simple migrating of Dev / Test OSs from typical VMware environment (in an Australian DC) to SoftLayer (in Singapore).

Steve, Matt and Chris,

I would like to setup some time tomorrow to discuss the following ..... hope you can join :

**Simple migrating of Dev / Test OSs from typical VMware environment (in an Australian DC) to**

RAC0000213

**SoftLayer (in Singapore).**

To kick-off the conversation I would like to discuss :

- what solution alternatives does the client have? What's the best approach?
  - migrate current VMs, using ITS, GBS, GlassHouse or VMware
    - build new environment, then migrate
    - bullet point scope
  - whats the alternative?
  - use SoftLayer Cloud - Citrix® XenServer™ as the hypervisor, OR use dedicated servers – VMware as the hypervisor
- what price seems reasonable
  - \$1950 / day T&M (> 50 OSI)
  - \$1950 / OSI (200 - 500 OSI's)

sincerely,

<b>Ian Dixon</b>		
Cloud Managed Services - Solution Representative		
Global Technology Services - IBM Australia		
mobile phone :	+61 432 461 967	
email :	<a href="mailto:iandixon@au1.ibm.com">iandixon@au1.ibm.com</a>	

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**Lorraine Bassett | VP Sales & Business Development | Racemi**

360 Interstate North Parkway, SE | Suite 360 | Atlanta, GA 30339

**Mobile:** 914 319 1311 | **Email:** [lbassett@racemi.com](mailto:lbassett@racemi.com)

---

**From:** Lorraine Bassett <lbassett@racemi.com>  
**To:** Charles Watt <cwatt@racemi.com>  
**Sent:** 12/11/2013 2:38:02 PM  
**Subject:** Fwd: Help on a UK opportunity  
**Attachments:** cloud-path-ibm-sce-v4.pdf; ibm-response-racemi\_UK.docx; image003.png; Mail Attachment.jpeg

Ex 5

----- Forwarded message -----

**From:** **lorraine bassett** <lbassett@racemi.com>  
**Date:** Tue, Oct 1, 2013 at 2:00 PM  
**Subject:** Re: Help on a UK opportunity  
**To:** Nigel White <nigel\_white@uk.ibm.com>  
**Cc:** Don West <don\_west@uk.ibm.com>, Jim Ross1 <jim\_ross1@uk.ibm.com>, Daniel O'Flanagan <daniel.oflanagan@uk.ibm.com>, Ian A Robotham <ian\_robotham@uk.ibm.com>, Lorraine bassett <lbassett@racemi.com>

Nigel,

Thanks for the brief call today.

As a starting point, I have attached two items:

- 1) Racemi messaging
- 2) IBM/Racemi data sheet

The former is something I have put together and I'm hoping you will be able to use key paragraphs related to your opportunity.

Note: Today your customers can easily test the migration capability or we can demo it through our live SaaS offering

As for where we have done it. Racemi is the underlying technology for SoftLayer, who OEM'd our core offering 2 years ago. We have done 1000's migrations with SoftLayer today between their dedicated and public cloud.

As for SCE+ migrations, this would be a services engagement and we can also provide references when needed for mass migration capability. Specific to SCE, we are working with the core SCE+ team to streamline a services engagement and maximize customer satisfaction there, including certification of SCE+.

As for UK support, I will continue to provide support to the EMEA region. Our agreement with IBM is train the trainer and I need to work with the right teams to enable that. By year end, our goal is to have local IBM expertise with you.

I hope this helps. Please let me know if you need more.

Lorraine

**Lorraine Bassett | VP Sales and Business Development | Racemi**

**RAC0000215**

360 Interstate North Parkway, SE | Suite 360 | Atlanta, GA 30339  
Office + 1-617-391-7834 | Cell + 1-914-319-1311

[lbassett@racemi.com](mailto:lbassett@racemi.com)  
[www.racemi.com](http://www.racemi.com)

On Oct 1, 2013, at 2:50 AM, Nigel White wrote:

Lorraine

Don passed your name on to me. I understand you are a partner with IBM on migrations to our cloud platforms, and that there are some offers on the first set of clients you migrate.

We are submitting proposal to a retail client in UK at the end of this week and would like to include some details around how Racemi may be able to help on this.

Our client is currently having Accenture develop the apps on AMS. and we are looking to upset them sufficiently to get them to migrate that platform to Softlayer and SCE+.

Some information on how you do that, and examples of where you have done it for IBM would be helpful. Do you have any UK representation with whom we can work? Can anyone visit client with us, or join a call to explain this in some more detail after submission?

regards  
Nigel

Nigel White  
Cloud Managed Services Executive, UK and Ireland  
IBM Global Technology Services

Find me on:

Notes ID: Nigel White/UK/IBM@IBMGB  
Internet: [nigel.white@uk.ibm.com](mailto:nigel.white@uk.ibm.com)  
Mobile : [+44 \(0\) 7711-058950](tel:+44(0)7711-058950) (Internal 37274349)

Assistant : Vicki Rogers  
Tel: 37285099 / [+44 \(0\) 1179 295099](tel:+44(0)1179295099)  
Mobx: 37262394 / [+44 \(0\) 7738 310722](tel:+44(0)7738310722)

Unless stated otherwise above:

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Registered office: PO Box 41, North Harbour, Portsmouth, Hampshire PO6 3AU

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**Lorraine Bassett | VP Sales & Business Development | Racemi**

360 Interstate North Parkway, SE | Suite 360 | Atlanta, GA 30339

**RAC0000216**

Mobile: 914 319 1311 | Email: [lbassett@racemi.com](mailto:lbassett@racemi.com)





# IBM SmartCloud Enterprise Migration Simplified

## Cloud Path

### At-a-Glance

---

- Migrates existing physical, virtual, or cloud servers to IBM SmartCloud Enterprise
  - Live Capture of your systems - no server downtime
  - SaaS - no infrastructure to install or maintain
  - Supports Windows and Linux
  - Secure data transfer over 256 bit SSL connections
  - \*Free for qualified IBM customers - limit of 10 free migrations per customer
- 

"For beleaguered systems administrators, the prospect of moving physical servers into cloud services...via a point-and-click Web portal is little short of miraculous..."

- Rachel Chalmers, 451 Research

### Why Use Cloud Path for Your IBM SmartCloud Enterprise Migration?

Racemi's Cloud Path Software As A Service (SaaS) makes cloud migrations for physical and virtual servers fast, reliable, and cost-effective. Cloud Path's image-based provisioning technology automates the entire cloud migration process while supporting a broad range of physical and virtual platforms including VMware, Xen, and Hyper-V.

#### Fast

With Cloud Path, you can automatically migrate your existing server workloads from dissimilar physical, virtual, and cloud platforms to IBM SmartCloud Enterprise cloud instances. There's no need to rebuild from scratch or use templates since **Cloud Path's automated migration process moves the entire server "stack" - operating system, applications, and configuration.**

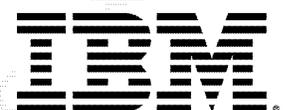
#### Reliable

Cloud Path migrates your existing server in its time tested configuration rather than requiring you to rebuild it from scratch or integrate additional technology. Its **image-based provisioning technology is industry proven, providing a reliable migration** method that's less error prone than other methods with fewer points of failure.

#### Free Of Charge

Racemi and IBM have teamed up to offer qualifying IBM SmartCloud Enterprise (SCE) customers a \*voucher for up to 10 server workload migrations using Racemi Cloud Path at no charge! There is simply no faster or easier way to get existing server workloads into IBM SmartCloud Enterprise.

\* A limited number of vouchers are available for qualified customers and are available on a first-come, first-served basis. The offer may be discontinued at any time. Cloud Path SaaS is provided by Racemi under Racemi agreement terms. IBM is not a party to such agreement and IBM provides no warranties, indemnities or liability, express or implied, with respect to such Racemi services. Customers wishing to migrate more than 10 servers should contact their IBM sales representative for pricing options.



# Racemi Cloud Path

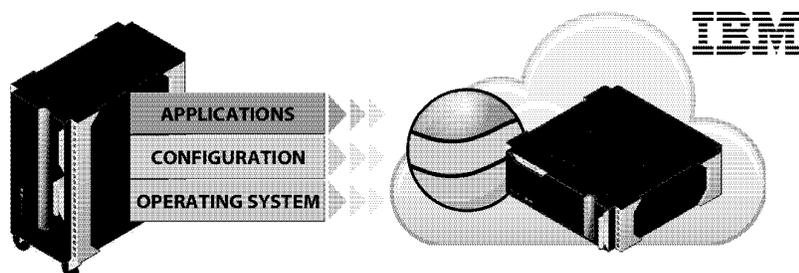
## When Should I Use Cloud Path?

Use Racemi Cloud Path if you need to:

- **Migrate** physical or virtual servers from a private data center to IBM SmartCloud Enterprise.
- Migrate an existing cloud server from another provider to IBM SmartCloud Enterprise.
- Migrate applications on Windows 2008 R2 or RHEL/CentOS 5.x, 6.x to IBM SmartCloud Enterprise.

## How Does Cloud Path Work?

Cloud Path captures an “image” of the **OS, configuration, application files, and other information** on your source server and deploys it **to a new IBM SmartCloud Enterprise cloud server** instance. Cloud Path **applies any necessary drivers, virtual tools, and OS licenses “in flight”** to prepare the image for the IBM SmartCloud Enterprise platform. This enables Cloud Path to quickly and easily migrate servers from dissimilar physical, virtual, and cloud platforms.



## Key Additional Features Include:

- Live Capture means no server down time.
- Software as a Service (SaaS) - no infrastructure to install or maintain
- Migration of data over 256 bit SSL (HTTPS) connections to ensure security
- Firewall friendly outbound server communication for easy network traversal
- Over the wire compression of data (2-3x)
- Auto update of the OS license

Sign Up For Racemi Cloud Path at  
<http://www.racemi.com/ibm>



## How Do I Learn More About Racemi Cloud Path?

To learn more about quickly and effectively migrating to the cloud, visit  
[www.racemi.com/ibm](http://www.racemi.com/ibm) or email [info@racemi.com](mailto:info@racemi.com)

## Racemi IBM Messaging

### Short Description

Racemi automatically migrates server workloads between dissimilar physical, virtual, and cloud platforms, enabling businesses to migrate existing physical and virtual workloads between public (SCE and SoftLayer, AWS), private (Dedicated, bare-metal), or hybrid/managed cloud (Managed) infrastructure.

### Long Description

There are few options out there for migrating existing applications between dissimilar physical, virtual, and cloud platforms and most of these methods are time-consuming and expensive, often requiring in-house or consulting personnel to rebuild servers from scratch, and then migrate the configuration and data manually. What makes **Racemi** different is that we automatically migrate your existing physical or virtual servers to almost any physical, virtual, or cloud platform, making it faster and more cost-effective than other migration solutions, with no performance impact or risk of vendor lock-in.

There's no need to rebuild from scratch or use templates and scripts since **Racemi's Dynamic Imaging Technology** captures your entire physical, virtual, or cloud server into an "image" and stores it in your image library. These images contain the entire operating system, applications, and configuration for your server. These images can then be used to create new server instances on dissimilar physical, virtual, or cloud platforms. Racemi automatically provisions your image of choice, inserts any necessary virtual or cloud tools, and configures the disk and NICs. It's that easy - there is simply no easier way to migrate existing server applications.

For public cloud migrations, **Racemi** offers a Software as a Service called **Cloud Path for SoftLayer CloudLayer and SCE**. With **Cloud Path**, there is no infrastructure to buy or maintain and no upfront costs or fees. Customer can easily integrate into IBM's Cloud from their on-premise datacenter or competitive clouds. There is no faster or lower risk way to migrate to the cloud.

For customers interested in migrating between private or hybrid clouds, **Racemi's** assisted migration service makes it easy to onboard your existing physical or servers to your new platform.

### About Racemi

Racemi was founded in 2001 in Atlanta, GA and has been provisioning data centers for over a decade, providing enterprise class imaging solutions for cloud migration, hardware refresh, data center migration/consolidation, hypervisor conversion, disaster recovery, and other provisioning oriented services. Racemi's latest offering Cloud Path, brings SaaS simplicity to the complex issue of migrating existing physical and virtual servers to the cloud.

### Primary Use Cases

- Migration of existing physical and virtual servers to the cloud (P2C, V2C)
- Migration of cloud servers between cloud providers (C2C)
- New hardware provisioning
- Migration to new hardware (hardware refresh) (P2P)

- Data Center consolidation/migration
- Virtualization of data center (P2V)
- Hypervisor migration (VxV)
- Elimination of “virtual sprawl” (V2V)
- Cloud-enabled Disaster Recovery
- Virtualization projects (P2V)

### General Features and Benefits

- Migrate workloads to, from, and between public, private, and hybrid cloud environments.
- Migrate between dissimilar physical, virtual, and cloud platforms via automated software injection and removal.
- SaaS offering and assisted migration service available – no infrastructure to buy or maintain.
- Migrate workloads “as is” – no changes to the application and no performance impact.

### Key Differentiators

- No other vendor supports mobility between dissimilar physical, virtual, and cloud platforms. across LAN, WAN, and internet connectivity and public, private, and hybrid cloud environments.
- No other vendor supports automated migration between dissimilar hardware (P2P) .
- Speed and reliability – image based technology is time tested and enterprise proven.
- No changes to application – compare to “hypervisor on hypervisor” or software virtualization approaches.
- Secure, WAN optimized infrastructure is firewall friendly and fault tolerant, works over SSL(https), and supports compression.
- Near infinite horizontal scale out - all components are designed to load balance.

## Migrate your existing server workloads to IBM SmartCloud Enterprise and SoftLayer. How can Cloud Path simplify your Smart Cloud Enterprise or Cloud migration?

### Features

- User friendly, **self-service** web interface.
- Supports migration of **physical, virtual**, or even other **cloud servers**.
- Support for **Windows and Linux** servers.
- **Live capture** gathers OS, applications, configuration, security, and data in one automated, CPU sensitive process.
- **Firewall friendly**. Uses **outbound** HTTPS connection that supports servers with non-public IP addresses.
- Supports **over the wire compression** of your data (2-3x)
- Secure data transfer over **256 bit**

### Benefits

- **Free of charge\*! Save an average of \$800** in labor per server migrated.
- **SaaS - no infrastructure** to buy, deploy, manage, or maintain.
- **No server down time**.
- **No impact** to server performance.
- **More reliable** results than with manual migration methods.
- **Totally secure** migration process.
- **Totally compliant** with MS and RedHat licensing

**encrypted SSL (HTTPS).**

- Automatically updates your OS license.





---

**From:** Shilkoff, James <James.Shilkoff@inmar.com>  
**To:** Lorraine Bassett <lbassett@racemi.com>  
**CC:** sales@racemi.com <sales@racemi.com>  
**Sent:** 2/7/2013 6:40:58 PM  
**Subject:** RE: Cloud Path Pricing

Hey Lorraine,

Sorry for the delay in getting back to you. As I'm sure you know, deploying a private cloud takes some time.

I would be available this evening and after 2:00PM tomorrow and I can be reached at 336-462-6134.

Thanks!

**James Shilkoff**  
336.631.2708

---

**From:** Lorraine Bassett [mailto:lbassett@racemi.com]  
**Sent:** Wednesday, February 06, 2013 8:18 AM  
**To:** Shilkoff, James  
**Cc:** sales@racemi.com; Mann, Scott; Fallon, Bob  
**Subject:** Re: Cloud Path Pricing

Hi James,

Thank you for reaching out to Racemi.

Given our present activity with Eucalyptus, I believe we can help you.

Are you available 11 or 12 noon today for a call to discuss?

Thanks

Sent from my iPhone  
Lorraine Bassett  
VP Sales and Business Development  
Cell: 914 319 1311

On Feb 6, 2013, at 7:02 AM, "Shilkoff, James" <[James.Shilkoff@inmar.com](mailto:James.Shilkoff@inmar.com)> wrote:

Greetings,

We were recommended to you by a Eucalyptus Technician during our recent installation of their product. We currently have approximately 300, VMware based, VMs that we would like to migrate over to the Eucalyptus environment.

We are interested in Cloud Path as a possible solution to this migration. Could you please provide approximate pricing for 300 VMs and give us the ability to demo/migrate a live VM to evaluate the process within our environment? Eucalyptus will be on-site for the rest of the week completing the rollout, so contact through email would be most efficient.

Thank you for your time and assistance,

James

RAC0000225

**James Shilkoff**

System Administrator

<image001.jpg>

Inmar

2650 Pilgrim Court

Winston-Salem, NC 27106

336.631.2708 (p)

[james.shilkoff@inmar.com](mailto:james.shilkoff@inmar.com)

<http://www.inmar.com>

<image002.jpg><image003.jpg>

*Please consider the environment before printing this email.*

\*\*\*\*\*

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\*\*\*\*\*

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**From:** Adapaka Prasad <adapaka\_prasad@persistent.co.in>  
**To:** info@racemi.com <info@racemi.com>  
**Sent:** 4/3/2013 6:36:48 AM  
**Subject:** Cloud Path information

Hi Raceme,

I have gone through your site cloud path product. The following things I have understand . please correct me if I am wrong.

- Ø After registration we will have to install the agent of cloud path in source machine.  
So if I want migrate one physical machine then I should install this agent on the same machine and start the procedure?
  
- Ø Right now cloud path is supporting RHEL 5.x, cent os 5.x and windows 2008 server . I tried to install cloud path agent in windows 7. It is not installed. It means using cloud path we only upload the above specified images or if it is support any other operating system then how it could be?
  
- Ø if I migrate any machine cloud will charge in my account. In pricing page again cloud path is charging for Amazon cloud .  
so please provide the information for what cloud path is charging

Thanks in advance.

**Thanks & Regards,**  
**Adapaka Prasad | Software Engineer**  
**[adapaka\\_prasad@persistent.co.in](mailto:adapaka_prasad@persistent.co.in) | Cell: +91 9989007897 | Tel: +91 (40) 674 42193**  
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RAC0000227

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**From:** Ron Penna via LinkedIn <member@linkedin.com>  
**To:** Madison Sage <msage@racemi.com>  
**Sent:** 4/16/2013 1:49:16 PM  
**Subject:** Cloud Path

---

## LinkedIn

Ron Penna has sent you a message.

**Date:** 4/16/2013

**Subject:** Cloud Path

Good afternoon Madison,

I work for EarthLink as the Cloud & Virtualization Product Manager. We're currently evaluating different ways to help our potential customers move to our platform (VMware 5.1) from other providers (Amazon, etc). I'd like to talk with you about the capabilities of Cloud Path, and see if it fits into some of the services we're looking to offer our customers.

Please let me know if you're available to chat anytime soon. You can reach me at rpenna@corp.earthlink.com or via phone at 585-643-6507. Thank you!

Ron

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This email was intended for Madison Sage (Account Manager at Racemi). [Learn why we included this](#). © 2013, LinkedIn Corporation. 2029 Stierlin Ct. Mountain View, CA 94043, USA

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**From:** David Kim <dkim@ign.com>  
**To:** info@racemi.com <info@racemi.com>  
**Sent:** 5/2/2013 1:46:45 PM  
**Subject:** Red Hat 4

Hi,

I was introduced to your product at the recent AWS summit and yesterday I tried to install the agent on one of our VM's but the install failed because the OS is Red Hat 4.9. I know that it's not officially supported by Cloud Path but is there any way to get it work considering you do support Red Hat 5?

Thanks

David Kim

Systems Engineer, Technology Operations

IGN Entertainment

m: 415-694-2940

o: 415-696-5501



---

**From:** jeff\_feng@mckinsey.com  
**To:** sales@racemi.com <sales@racemi.com>;channel\_info@racemi.com <channel\_info@racemi.com>  
**Sent:** 5/31/2013 7:28:07 PM  
**Subject:** Learning more about Cloud Path

Hello,

My name is Jeff and I wanted to connect with someone at Racemi to learn more about Cloud Path and its capabilities. I am working together with a client who may be potentially interested in licensing the technology if it fits their needs.

Could we setup a time to chat? My number is 650-842-0007.

Thanks,  
Jeff

---

Jeff Feng  
McKinsey & Company | Silicon Valley Office  
US Mobile: 650.842.0007 | Office: 650.842.5611  
E-mail: jeff\_feng@mckinsey.com

+=====+  
This email is confidential and may be privileged. If you have received it  
in error, please notify us immediately and then delete it. Please do not  
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+=====+

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**From:** jeff\_feng@mckinsey.com  
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Thanks,  
Jeff

---

Jeff Feng  
McKinsey & Company | Silicon Valley Office  
US Mobile: 650.842.0007 | Office: 650.842.5611  
E-mail: jeff\_feng@mckinsey.com

+=====+  
This email is confidential and may be privileged. If you have received it  
in error, please notify us immediately and then delete it. Please do not  
copy it, disclose its contents or use it for any purpose.  
+=====+

---

**From:** Judy Cooper <jcooper@racemi.com>  
**To:** Madison Sage <msage@racemi.com>  
**CC:** Jeff Apple <japple@racemi.com>  
**Sent:** 7/19/2013 11:48:11 AM  
**Subject:** Inquiry for Cloud Path

Madison,

Support received a telephone message this morning regarding using Cloud Path to migrate a W2K3 server from their DataCenter to AWS. W2K3 is not supported in DynaCenter or Cloud Path to the Public clouds. It is on the roadmap but have no idea when it will be available. After talking with Roy, I am sending this your way to explain to the customer and talk to him about a services opportunity.

Name: Mario  
Phone: 631 651 1122

Thanks,  
Judy

--

**Judy Cooper | Customer Support Engineer | Racemi**  
360 Interstate North Parkway, SE | Suite 360 | Atlanta, GA 30339  
**Office + 1-678-302-1654 | Mobile + 1-770-845-1504 | Support + 1-678-324-5690**  
[jcooper@racemi.com](mailto:jcooper@racemi.com)

-

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---

**From:** Sasha Lutchko <s.lutchko@websitemovers.com>  
**To:** sales@racemi.com <sales@racemi.com>  
**Sent:** 9/11/2012 7:38:06 AM  
**Subject:** Cloud path questions

Hello,

I am interested in simplification of the migrations I do. I often have to move servers back and forth, so saving some time and money would be great.

Just to make sure I am in the right place let me ask a few questions:  
1. How IP address change will be addressed?

2. As a rule we have two-stage migration: during the first we move everything, then test the result, during the second we synchronize data, because testing can take few days/weeks and the new data entered to the old server has to be moved to the new server as well. How your system will help in such synchronization? There is no problem if guest image at the new server is not modified, then we can just re-migrate the whole image again but what if we change something at the destination?

Please let me know if my questions are not clear enough.  
Thank you.

--

Best Regards,  
Sasha Lutchko

WebSiteMovers.com

888-899-7940 x2  
s.lutchko@websitemovers.com

[www.websitemovers.com](http://www.websitemovers.com)

Move It. Make It. Maintain It.

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RAC0000233

Tasks 

Capture 

Deploy 

Source Servers

Source Server	Target Cloud Domain	Server Size	Count	Name for New Server	Requ
 10.12.31.19	<input type="text" value="None"/>	<input type="text" value="None"/>	<input type="button" value="Select"/> 1	<input type="text"/>	
 66.216.100.99	<input type="text" value="None"/>	<input type="text" value="None"/>	<input type="button" value="Select"/> 1	<input type="text"/>	

Your source servers are now listed in the Migration Wizard. You must enter key information into the Wizard about your desired target cloud server configuration. We will use this information and your API credentials to provision a new cloud server with your specifications.

Select a target cloud domain.

1 Migration(s) of 10.12.31.19

 **Source Server Name:** 10.12.31.19  
**Name for New Server:** Name for New Server required  
**Target Cloud Domain:** Target Cloud Domain required  
**Server Size:** Server Size required  
**Save Image:** No

Tasks

Source Servers

Capture

Deploy

Source Server	Target Cloud Domain	Server Size	Count	Name for New Server	Require Security Group
10.12.31.19	Amazon EC2 US East (N. Virginia)	None	1		
66.216.100.99		None	1		

We automatically query the selected provider's APIs to determine available hardware specs (CPU, RAM, Disk).

1 Migration(s) of 66.216.100.99

**Source Server Name:** 66.216.100.99  
**Name for New Server:** Name for New Server required  
**Target Cloud Domain:** Target Cloud Domain required  
**Server Size:** Server Size required  
**Save Image:** No

Tasks

Capture

Deploy

Source Servers

Select... (Amazon EC2 US East (N. Virginia))

Instance type	RAM in MB	Storage in GB	CPU Speed(G)	No of CPUs	Op	Arch
Small	1740	Disk: N/A	1	1	All	*
High-CPU Medium	1740	Disk: N/A	2.6	2	All	*
Medium	3840	Disk: N/A	2	1	All	*
High-CPU Extra Large	7100	Disk: N/A	2.6	6	All	x86_64
Large	7680	Disk: N/A	2	2	All	x86_64
Extra Large	16368	Disk: N/A	2	4	All	x86_64
High-Memory Extra Large	17600	Disk: N/A	3.26	2	All	x86_64
High-Memory Double Extra Large	36000	Disk: N/A	3.26	4	All	x86_64
High-Memory Quadruple Extra Large	70000	Disk: N/A	3.26	6	All	x86_64

OK Close

For this tutorial we selected a Medium sized server

1 Migration(s) of 10.12.31.19 to Amazon EC2 US East (N. Virginia)(Amazon EC2 US East (N. Virginia))

Source Server Name: 10.12.31.19  
 Name for New Server: Name for New Server required  
 Target Cloud Domain: Amazon EC2 US East (N. Virginia)  
 Server Size: Server Size required  
 Save Image: No  
 Security Group:  
 Availability Zone:

Count: 1  
 Name for New Server:   
 Required:   
 Security Group:

Source Servers

Source Server	Target Cloud Domain	Server Size	Count	Name for New Server	Required Cloud Settings	Optional Cl
<input checked="" type="checkbox"/> 10.12.31.19	Amazon EC2 US East (N. Virginia)	Medium	Change 1	awstut1	Security Group	
66.216.100.99		None	Select 1		N/A	

If you do not specify a Security Group, Cloud Path will create one for you so that the migration will complete successfully. Note that AWS will not allow you to change your server's Security Group once provisioned, but you can add/remove ports.

1 Migration(s) of 66.216.100.99

- Source Server Name:** 66.216.100.99
- Name for New Server:** Name for New Server required
- Target Cloud Domain:** Target Cloud Domain required
- Server Size:** Server Size required
- Save Image:** No

Target Cloud Domain	Server Size	Count	Name for New Server	Required Cloud Settings	Optional Cloud Settings	Save Image	Remove
C2 US East (N. Virginia)	Medium <input type="button" value="Change"/>	1	<input type="text"/>	Security Group <input type="text"/>	<input type="button" value="View / Change"/>	<input type="checkbox"/>	<input type="button" value="X"/>
	None <input type="button" value="Select"/>	1	<input type="text"/>	N/A	N/A	<input type="checkbox"/>	<input type="button" value="X"/>

You can specify an Availability Zone by clicking this button.

0.99  
 view Server required  
 us Domain required  
 e required

Schedule Migrations

- Tasks
- Capture
- Deploy

Source Server	Target Cloud Domain	Server Size	Count	Name for New Server	Require
✓ 10.12.31.19	Amazon EC2 US East (N. Virginia)	Medium	1	awstut1	Security Group
⚠ 66.216.100.99	Amazon EC2 US West (N. California)	Select	1	awstut2	Security Group

Select your server size to clear the error.

Cloud Path will highlight required fields if you skip them.

1 Migration(s) of 66.216.100.99 to Amazon EC2 US West (N. California)(Amazon EC2 US West (N. California))

**Source Server Name:** 66.216.100.99  
**Name for New Server:** awstut2  
**Target Cloud Domain:** Amazon EC2 US West (N. California)  
**Server Size:** Server Size required  
**Save Image:** No  
**Security Group:**  
**Availability Zone:**

10.12.91.19 Amazon EC2 US East (N. Virginia) Medium Change 1 AWS/ST1 Security Group

68.216.100.99 None Select 1

Migration(s) of 10.12.91.19 to Amazon EC2 US East (N. Virginia)(Amazon)

Source Server Name	10.12.91.19
Name for New Server	awsstuf1
Target Cloud Domain	Amazon EC2 US East (N. Virginia)
Server Size	Medium
Save Image	No
Security Group	
Availability Zone	

Optional Cloud Settings

Availability Zone: Amazon Default

OK Close

Leaving the default setting of "Amazon Default" will enable AWS to choose the the Availability Zone for you.

Shortcuts Registration Getting Started Wizard Migration Wizard Electronic Support Exit

Tasks

Source Servers

Capture

Deploy

Select... (Amazon EC2 US West (N. California))

Instance type	RAM in MB	Storage in GB	CPU Speed/G	No of CPUs	Op...	Arch
Small	1740	Disk: N/A	1	1	All	*
High-CPU Medium	1740	Disk: N/A	2.5	2	All	*
Medium	3840	Disk: N/A	2	1	All	*
High-CPU Extra Large	7100	Disk: N/A	2.5	6	All	x86_64
Large	7680	Disk: N/A	2	2	All	x86_64
Extra Large	16368	Disk: N/A	2	4	All	x86_64
High-Memory Extra Large	17600	Disk: N/A	3.25	2	All	x86_64
High-Memory Double Extra Large	36000	Disk: N/A	3.25	4	All	x86_64
High-Memory Quadruple Extra Large	70000	Disk: N/A	3.25	6	All	x86_64

OK Close

1 Migration(s) of 66.216.100.99 to Amazon EC2 US West (N. California)(Amazon EC2 US West (N. California))

Source Server Name: 66.216.100.99  
 Name for New Server: awsstuf2  
 Target Cloud Domain: Amazon EC2 US West (N. California)  
 Server Size: Selected Size required  
 Save Image: No  
 Security Group:  
 Availability Zone:

Count	Name for New Server	Requ
1	awsstuf1	Security Group
1	awsstuf2	Security Group

Shortcuts

Registration

Getting Started Wizard

Migration Wizard

Electronic Support

Exit

Target Cloud Domain	Server Size	Count	Name for New Server	Required Cloud Settings	Optional Cloud Settings	Save Image	Remove
EC2 US East (N. Virginia)	Medium <input type="button" value="Change"/>	1 <input type="button" value="Change"/>	awstut1	Security Group: <input type="button" value="Change"/>	<input type="button" value="View / Change"/>	<input type="checkbox"/>	<input type="button" value="X"/>
EC2 US West (N. California)	Medium <input type="button" value="Change"/>	1 <input type="button" value="Change"/>	awstut2	Security Group: <input type="button" value="Change"/>	<input type="button" value="View / Change"/>	<input type="checkbox"/>	<input type="button" value="X"/>

You can schedule migrations for off peak hours to accommodate server load or cloud availability.

Schedule Migrations

Click the Migrate button to begin the migration process.

zon EC2 US West (N. California)(Amazon EC2 US West (N. California))

1.98

EC2 US West (N. California)



Target Cloud Domain	Server Size	Count	Name for New Server	Required Cloud Settings	Optional Cloud Settings	Save Image	Remove
C2 US East (N. Virginia)	Medium <input type="button" value="Change"/>	1 <input type="button" value="v"/>	awstut1	Security Group: <input type="button" value="v"/>	<input type="button" value="View / Change"/>	<input type="checkbox"/>	<input type="button" value="X"/>
C2 US West (N. California)	Medium <input type="button" value="Change"/>	1 <input type="button" value="v"/>	awstut2	Security Group: <input type="button" value="v"/>	<input type="button" value="View / Change"/>	<input type="checkbox"/>	<input type="button" value="X"/>

zon EC2 US West (N. California)(Amazon EC2 US West (N. California))

1.98

C2 US West (N. California)

Uncheck to continue with the Tour.

Schedule Migrations

Select Date:

Select Time:

Source Server	Target Cloud Domain	Server Size	Count	Name for New Server	Required Cloud Settings	Optional Cloud
<input checked="" type="checkbox"/> 10.12.31.19	Amazon EC2 US East (N. Virginia)	Medium	Change 1	awestJ1	Security Group	View / Cha
<input checked="" type="checkbox"/> 66.216.100.99	Amazon EC2 US West (N. California)	Medium	Change 1	awestJ2	Security Group	View / Cha

**You are about to initiate the following migrations**

**1 Migration(s) of 10.12.31.19 to Amazon EC2 US East (N. Virginia)  
(Amazon EC2 US East (N. Virginia))**

**Source Server Name:** 10.12.31.19  
**Name for New Server:** awestJ1  
**Target Cloud Domain:** Amazon EC2 US East (N. Virginia)  
**Server Size:** Instance type: Medium  
RAM in MB: 3840  
Storage in GB: Disk: N/A  
CPU Speed(GHz): 2  
No of CPUs: 1  
Operating System: All  
Arch: A

**Save Image:** No  
**Security Group:**  
**Availability Zone:**

---

**1 Migration(s) of 66.216.100.99 to Amazon EC2 US West (N. California)  
(Amazon EC2 US West (N. California))**

**Source Server Name:** 66.216.100.99  
**Name for New Server:** awestJ2  
**Target Cloud Domain:** Amazon EC2 US West (N. California)  
**Server Size:** Instance type: Medium  
RAM in MB: 3840  
Storage in GB: Disk: N/A

Migrate Back

A confirmation dialog to confirm the details of your migration before we begin the migration process.

Shortcuts

Registration

Getting Started Wizard

Migration Wizard

Electronic Support

Exit

RAC000244

---

**From:** James Strayer <jstrayer@racemi.com>  
**To:** 'Lawrence Guillory' <lguillory@racemi.com>  
**Sent:** 8/25/2011 10:22:12 AM  
**Subject:** more naming ideas

Still like **Cloud Connect**. I am guessing the Dropbox guy is probably in the funding phase and probably 12 months out. We could build enough brand recognition in the meantime that he would likely change the name to avoid conflict. I do worry a little about the keyword advertising costs, thanks to Google's Connector product.

Having said that, here are some alternatives I thought of last night:

- **Cloud Path** – it's the path you take to get to the cloud. Simple, intuitive, direct. Domain name is taken but there is only an error page up. There is a cloudpath.net that is up and has the TM for "Cloudpath" however. We could always mark Racemi Cloud Path or make a case for having a space in the mark as a differentiator.
- Thought up some variations as I like the general concept
  - **Cloud Pass** – parking page. No registered marks. Reminds me of a hall pass from school – you can go where ever you want.
  - **Cloud Course** – parking page, no TM

James Strayer  
VP Product Management and Marketing  
Racemi, Inc  
Cell: 801-368-2543  
[jstrayer@racemi.com](mailto:jstrayer@racemi.com)  
<http://www.racemi.com>

Reset password



Email Address:

Reset password    Go to login

Clicking "Reset password" sends an email to your specified email address so that you can reset your password. Click Go to Login to continue.

Shortcuts

Registration

Getting Started Wizard

Migration Wizard

Electronic Support

Exit

## Cloud Migration and Server Migration Promotions

You are here: Home > Archive by category "Promotions"



### GoGrid and Racemi – Cloud Migration Simplified

Racemi and GoGrid are pleased to offer qualifying GoGrid customers free workload migrations via Racemi Cloud Path for GoGrid! Cloud Path is Racemi's [...]

[READ MORE](#)

#### About Us:

Founded in 2001, Racemi is a pioneer in the server migration space. With "industry first" support for migrating application workloads between dissimilar physical, virtual, and cloud infrastructure, Racemi makes it possible for businesses to deploy applications to meet their business needs.

#### Latest News

Racemi Announces Addition of Senior VP for Worldwide Sales

Cloud Migration Software Adds Support for SoftLayer CloudLayer

VMblog – Racemi Predictions: 2013 Progress led by Automation and Interoperability

#### Twitter:

 **We have updated our website - check out our new look at <http://t.co/T9wVCo4o5U> #cloudmigration #servermigration** 3 days ago

 **nice mention of Racemi and #SoftLayer from Ed Scannell**

#### Partners



#### Shortcuts

[Registration](#)

[Getting Started Wizard](#)

[Migration Wizard](#)

[Electronic Support](#)

## **Racemi Announces Support for Migrations to Amazon Web Services International Regions via Dedicated Service**

*Customers choose relevant location for compliance and performance*

**ATLANTA, September xx, 2013** – Racemi, the leading provider of automated server migration software that streamlines the process of migrating workloads to public, private, and hybrid clouds, today announced Cloud Path for AWS, a dedicated Amazon Web Services migration portal with support across the AWS international regions – Australia (Sydney), Brazil (Sao Paulo), Ireland, Japan (Tokyo) and Singapore. These are additions to existing support for AWS in the U.S. east and west regions.

This brings a new level of flexibility and efficiency enabling customers to specify their region, which ensures their data resides only in the region selected, and faster migrations since less distance is typically required.

Racemi established a dedicated Cloud Path software as a service (SaaS) self-service portal for AWS customers to automate migration of their existing Windows and Linux servers. There is no infrastructure to deploy or maintain on the customer's site and key features such as Live Capture ensure there is no server downtime. All customer data is secured and compressed using AES/RSA SSL encryption over firewall- friendly, fault tolerant outbound HTTPS connections to provide maximum protection and reliability.

“We’re responding to customer demand for an easy way to transition workloads to Amazon Web Services in their preferred international region,” said James Strayer, vice president for product management, Racemi. “Our experience in the U.S. over the past three years provided us with the knowledge needed to now expand to the rest of the world.”

Racemi's server imaging technology quickly clones server workloads between dissimilar physical, virtual or private cloud platforms, reducing the migration process from days to minutes. The Racemi SaaS captures the entire server stack—including operating system, applications, and configuration—and automatically converts it to run on the selected AWS region by applying the necessary tools and drivers during the migration process. This ensures existing workloads are migrated in their time-tested configuration, resulting in better reliability and supportability. Racemi also partners with key AWS Consulting Partners such as 2<sup>nd</sup> Watch and FivePoint to speed enterprise customer migrations to AWS.

### **About Racemi**

Racemi, the moving company for the cloud, has been named a “Cool Vendor” and has hundreds of customers, users, and partners around the globe. The company builds server provisioning and cloud migration technology that allows businesses to quickly migrate their existing physical and virtual servers between dissimilar physical, virtual, and cloud platforms and across geographies. For CSPs (cloud service providers), MSPs (managed service providers), and hosting providers, Racemi is the easiest, most reliable method for onboarding customers to their public, private, or hybrid cloud offering. Racemi also enables customers and partners to automate private data center provisioning by leveraging its market-leading server imaging technology to rapidly provision physical, virtual or private cloud servers in any automated use case. For more information, visit [www.racemi.com/aws](http://www.racemi.com/aws).

# # #

*Racemi, the moving company for the cloud, are marks of Racemi. All other trademarks referenced herein are the property of their respective owners.*

**Contact:**

Glenn Rossman, Baker Communications Group, 914-623-8354, [Racemi@bakercg.com](mailto:Racemi@bakercg.com)

---

**From:** Racemi, Inc. <marketing@racemi.com>  
**To:** jstrayer@racemi.com <jstrayer@racemi.com>  
**Sent:** 5/28/2013 3:00:06 AM  
**Subject:** Racemi Cloud Path Free Migration Promotion Ends This Week.

 Racemi Cloud Migration SaaS

## Racemi Cloud Path Free Migration Promotion Ends June 1st!

Dear JAMES,

First of all, thank you for stopping by our booth at the recent **AWS Summit in San Francisco**. We just wanted to remind you that our promotion for **5 free migrations to AWS EC2** ends on June 1st. That means you have until the end of the week to **sign up for Cloud Path** and take advantage of this offer (don't worry, once you sign up, **you will have 30 days** to complete your migrations.) If you have lost your promotion code, here it is:

### AWSSF

To take advantage of this special promotion simply [head to our website at www.racemi.com/aws](http://www.racemi.com/aws) and sign up for Cloud Path today using the promo code. There is simply no faster or easier way to migrate your existing workloads to AWS.

Sincerely,

James Strayer  
Vice President Product Management and Marketing  
[Racemi, Inc.](#)

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This email was sent to jstrayer@racemi.com by [marketing@racemi.com](mailto:marketing@racemi.com) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Racemi, Inc. | 360 Interstate North Pkwy SE | Suite 360 | Atlanta | GA | 30339



RAC0000250

# Racemi Teams with GoGrid to Offer Free On-Ramp to Cloud Computing

*Companies accelerate cloud adoption with easy software as a service to migrate existing server workloads*

**ATLANTA, April x, 2013** – Racemi, the moving company for the cloud, announced the availability of Cloud Path for GoGrid – a joint offering with GoGrid for migrating customers' existing server workloads to GoGrid cloud services free of charge.

The Software-as-a-Service (SaaS) offering is a customer self-service web portal for automated migration of existing Windows and Linux servers to GoGrid Cloud Server instances. There is no infrastructure to deploy or maintain on the customer site. Plus, the live capture of server workloads eliminates powering down servers and means no server downtime.

Industry analyst firms forecast cloud services among the fastest-growing areas of information technology.

“This free migration solution provides an average cost savings of \$800 per server migration versus manual processes,” said Lawrence Guillory, CEO, Racemi. “Plus, it means customer's migration project timelines are reduced from days, weeks, or even months, to just hours.”

“We are very excited to launch this new service with Racemi,” said [name, title], GoGrid. “Together, we are making it completely painless for customers to migrate existing workloads to GoGrid's innovative cloud platform and saving them thousands of dollars in time and labor in the process.”

The Racemi software captures the entire server stack – including operating system, applications and configuration – and automatically converts it to run correctly on GoGrid cloud services by applying any necessary tools and drivers during the migration process.

“Racemi and GoGrid ensured our migration process was completely hassle free,” said Josh Vermette, Focal Beam. “The combination of GoGrid's low cost, flexible cloud platform and an automated migration solution made our transition to cloud computing far easier than I dared hope.”

Cloud Path migrates the existing server in its time-tested configuration so it does not require rebuilding from scratch or integrating additional technology. This makes the approach less error prone than other methods and with fewer points of failure. To ensure security over the network, a [secure outbound HTTPS](#) connection is used.

Supported platforms for source workloads include Windows and Linux, regardless of whether they reside on physical, virtual, or even other cloud servers.

GoGrid is a [recognized industry leader](#) providing cloud computing hosting services for its customers deploying and scaling server infrastructure on demand. Founded in 2008, the company is based in San Francisco.

## **About Racemi**

Racemi, the moving company for the cloud, has been named a “[Cool Vendor](#)” and has received other industry awards.

The company builds server provisioning and cloud migration technology that allows businesses to quickly migrate their existing physical and virtual servers between

dissimilar physical, virtual, and cloud platforms and across geographies. For CSPs (cloud service providers), MSPs (managed service providers), and hosting providers, Racemi is the fastest and best method for on-boarding customers to their cloud or hosted offering.

Racemi also enables customers and partners to automate private data center provisioning by leveraging its market-leading server imaging technology to rapidly provision physical, virtual or private cloud servers in any automated use case.

For more information, visit [www.racemi.com](http://www.racemi.com).

# # #

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[Racemi@bakercg.com](mailto:Racemi@bakercg.com)

## Cloud Migration Software Adds Support for SoftLayer CloudLayer

*Racemi makes it easier than ever to move existing workloads to public clouds, announces promotion for \$99 migrations*

**ATLANTA, February x, 2013** – Racemi, the moving company for the cloud, announced today updates to its cloud migration software that add support for the [SoftLayer's CloudLayer](#) platform and improved cloud fault tolerance. As part of the launch, Racemi has also announced special pricing of \$99 per migration to CloudLayer <http://www.racemi.com/index.php/softlayer> for the next 30 days.

SoftLayer is the largest privately-held, cloud infrastructure provider in the world, with 13 data centers and 17 points of presence spanning the U.S., Asia and Europe.

The updates to Racemi's [Cloud Path](#) software as a service (SaaS) and [DynaCenter](#) on-premises software now support physical and virtual server migrations to SoftLayer's CloudLayer cloud servers built on SoftLayer's automated infrastructure and Citrix XenServer. It's also possible to automatically migrate cloud instances from other cloud providers to CloudLayer. This provides customers with additional flexibility and choice when it comes to migrating existing workloads to public cloud computing resources.

"We continue to improve our cloud migration offerings to provide customers with the best possible experience when they transition server workloads to the cloud," said Lawrence Guillory, CEO of Racemi. "SoftLayer is known for providing innovative cloud solutions and industry-leading performance. Adding SoftLayer support provides our customers with the broadest range of automated cloud migration options in the industry."

"SoftLayer is about delivering innovation, choice, and performance to our customers and we expect no less from our partners," said Duke Skarda, chief technology officer, SoftLayer. "With Cloud Path, Racemi has brought SaaS simplicity to cloud migration, providing our customers with a fast and easy way to migrate server workloads into CloudLayer."

Support for SoftLayer CloudLayer has been added to existing support for public clouds that include Amazon EC2, GoGrid, Rackspace (First Generation and OpenCloud) and Terremark.

Server workloads are migrated to the cloud by automatically creating new cloud server instances, comparing the configurations of the source and destination servers, and then configuring the necessary cloud tools, virtual machine components, disk, and network layout "in-flight" to help ensure that the image can be run on the new cloud platform. Unlike other technologies, Racemi's image-based provisioning software does not require modifications to the application. The solution is fully automated, providing unattended migration support that requires minimal user effort.

The company offers a self-service SaaS version of its cloud migration software called Cloud Path, which enables customers to migrate their applications into the cloud in

minutes rather than days, weeks or even months. Racemi's pay-per-use pricing enables customers to use Cloud Path risk free, because they are only billed for successful migrations. There is no infrastructure to install at the customer location so there is no hardware to buy and nothing to maintain.

Racemi makes its DynaCenter software available to cloud providers, professional services teams, and ISVs (independent software vendors) to incorporate into their offerings, providing an easy way to add cloud on-boarding capabilities into their products and services. This enables cloud providers to realize monthly recurring revenues from new customers much more quickly, as well as expand their footprint in their existing accounts.

#### **About Racemi**

Racemi, the moving company for the cloud, has been named a "Cool Vendor" and has received other industry awards.

The company builds server provisioning and cloud migration technology that allows businesses to quickly migrate their existing physical and virtual servers between dissimilar physical, virtual, and cloud platforms and across geographies. For CSPs (cloud service providers), MSPs (managed service providers), and hosting providers, Racemi is the fastest and best method for on-boarding customers to their cloud or hosted offering.

Racemi also enables customers and partners to automate private data center provisioning by leveraging its market-leading server imaging technology to rapidly provision physical, virtual or private cloud servers in any automated use case.

For more information, visit [www.racemi.com](http://www.racemi.com).

# # #

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#### **Contact:**

Glenn Rossman, Baker Communications Group, 914-623-8354,  
[Racemi@bakercg.com](mailto:Racemi@bakercg.com)



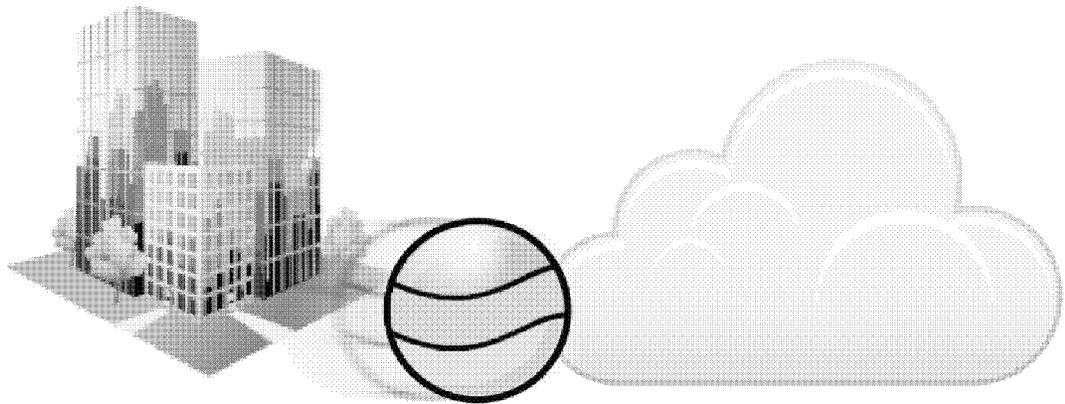
# Racemi

## Accelerating Cloud Adoption

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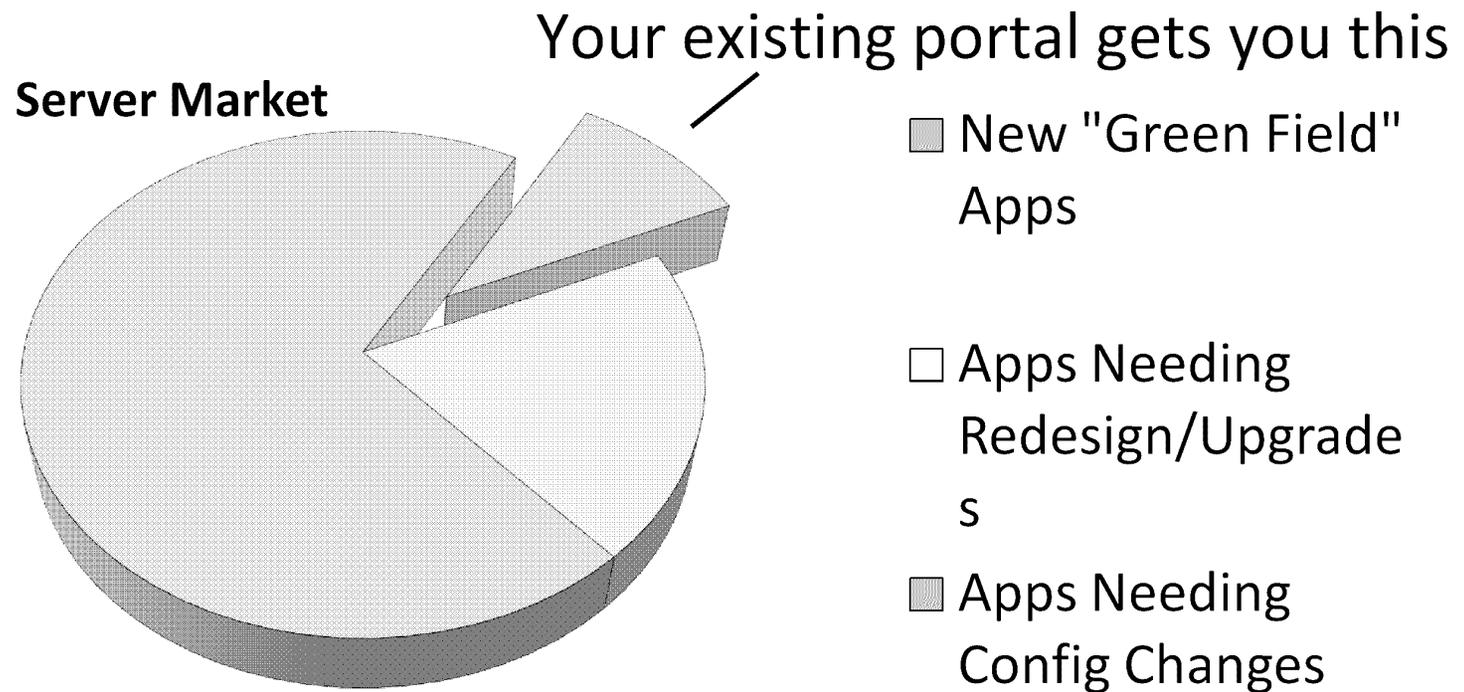
# Who Is Racemi?

- Headquartered in Atlanta, GA
- Privately held, established in 2001
- The moving company for the cloud, offering software and consulting solutions for private, public, and hybrid cloud provisioning, migration, and consolidation.



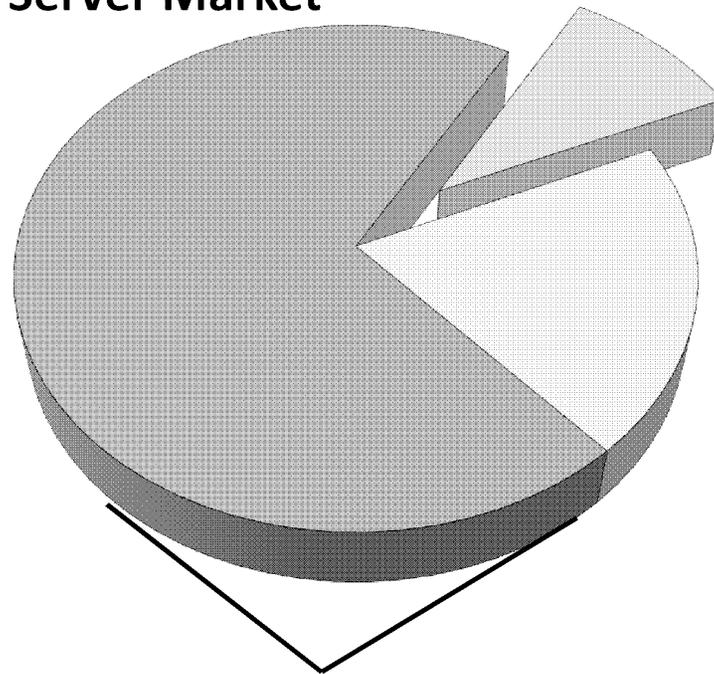
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# Typical Cloud Platform



# Racemi Migration Solutions

Server Market



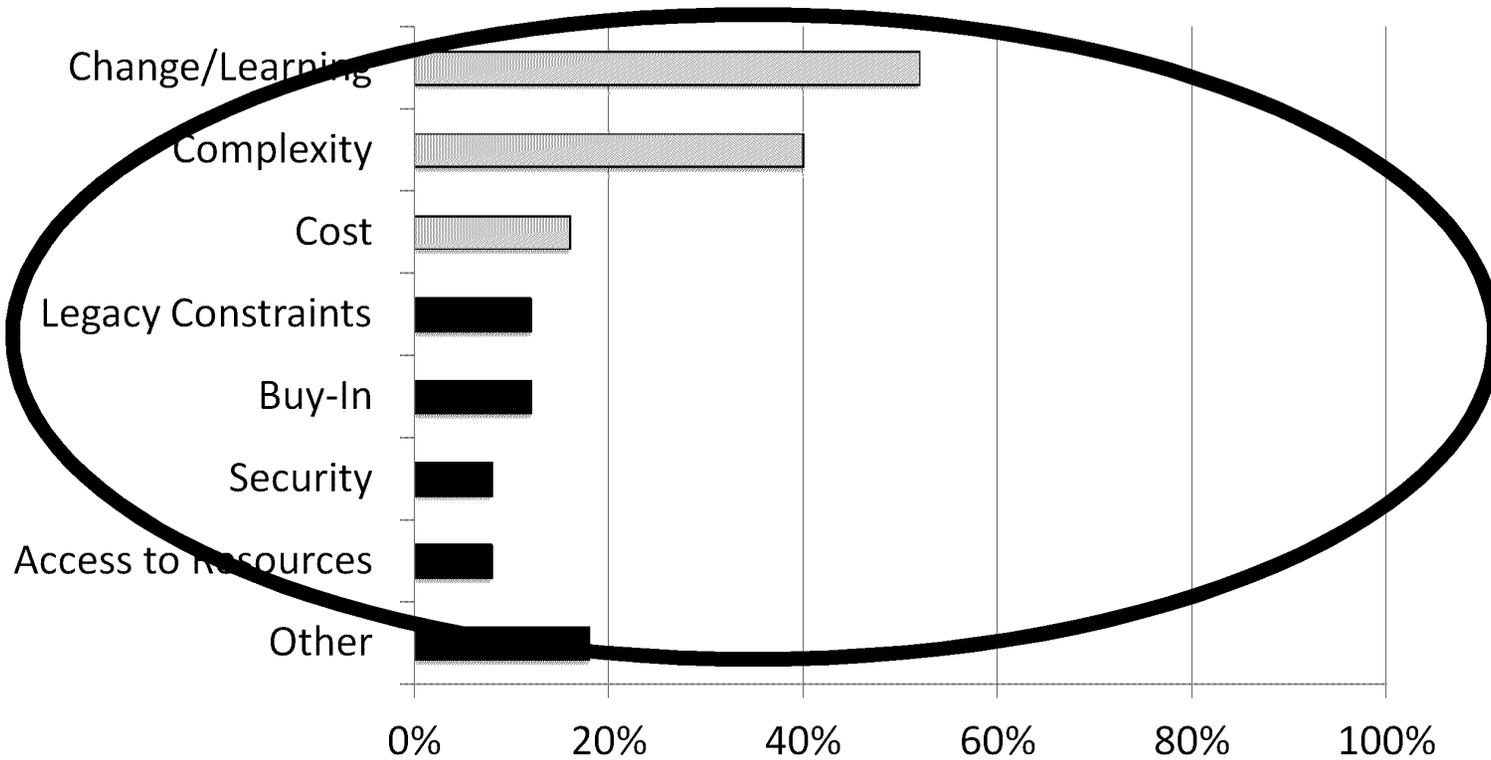
- New "Green Field" Apps
- Apps Needing Redesign/Upgrades
- Apps Needing Config Changes

**Racemi Helps You Capture  
This Market**



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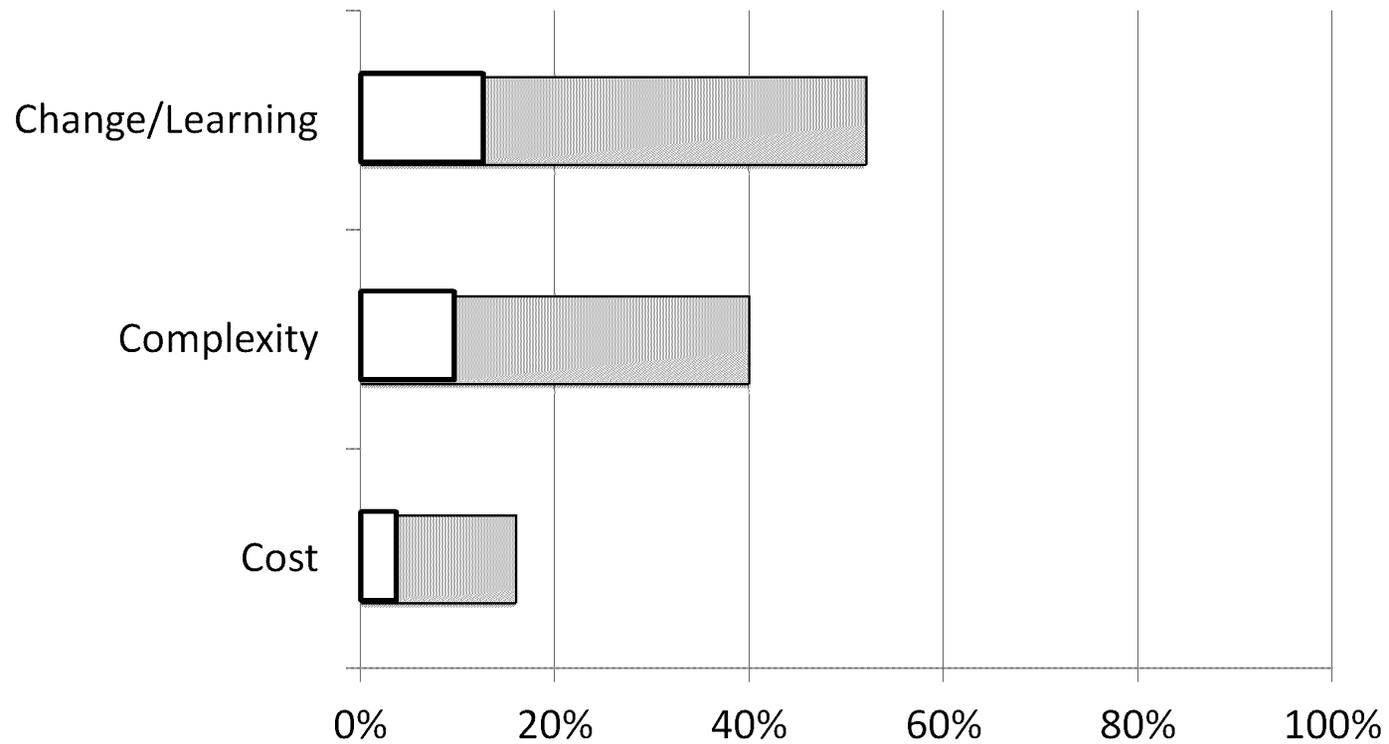
# Inhibitors of Public/Hybrid Cloud Projects\*



2011 451 Research Market Monitor Study

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# Minimizing Change, Cost, and Complexity



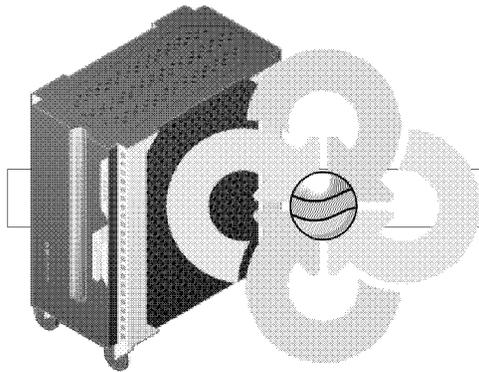
**Automation Helps Reduce Costs and Complexity**

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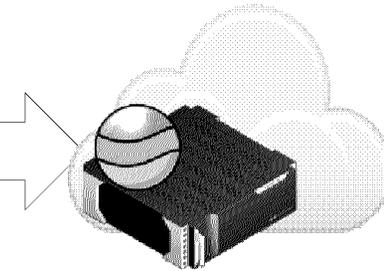
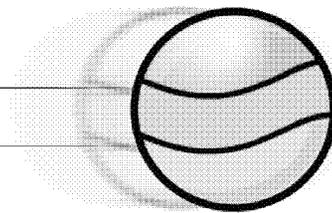
# Racemi Automated Cloud Migrations

**Step 1:** Live Image Capture

**Step 2:** High Speed  
SSL Data Transfer



Physical, Virtual, or  
Cloud Source Server



**Step 3:** Spin Up New  
Cloud Server Instance



**Step 4:** Auto-Install The  
Migration Agent



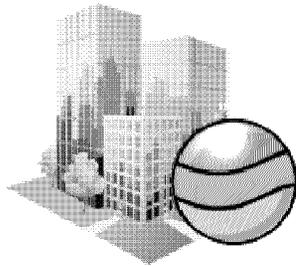
**Step 5:** Configure Image  
For Platform



**Step 6:** Deploy Image

# Full Migration Capabilities\*

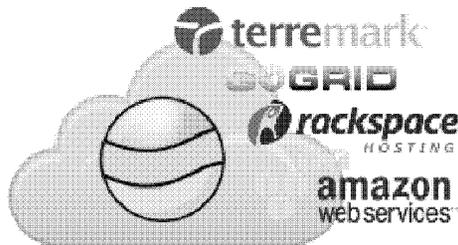
\*Animated slide



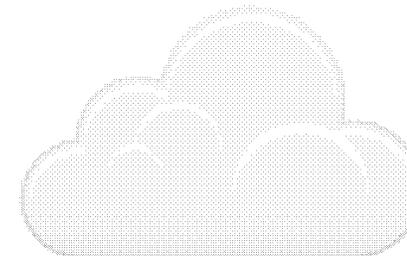
From Customer's Private Data Center



Public, Virtual Private, or Dedicated Cloud

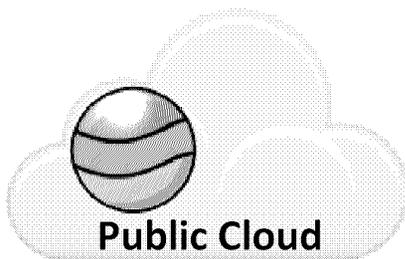


From Other Cloud Providers

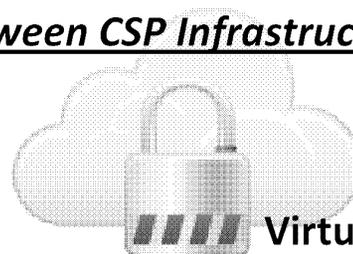


Public, Virtual Private, or Dedicated Cloud

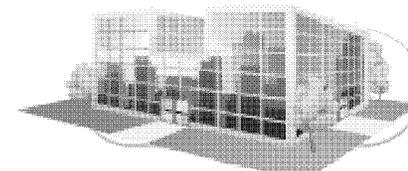
Between CSP Infrastructure



Public Cloud



Virtual Private



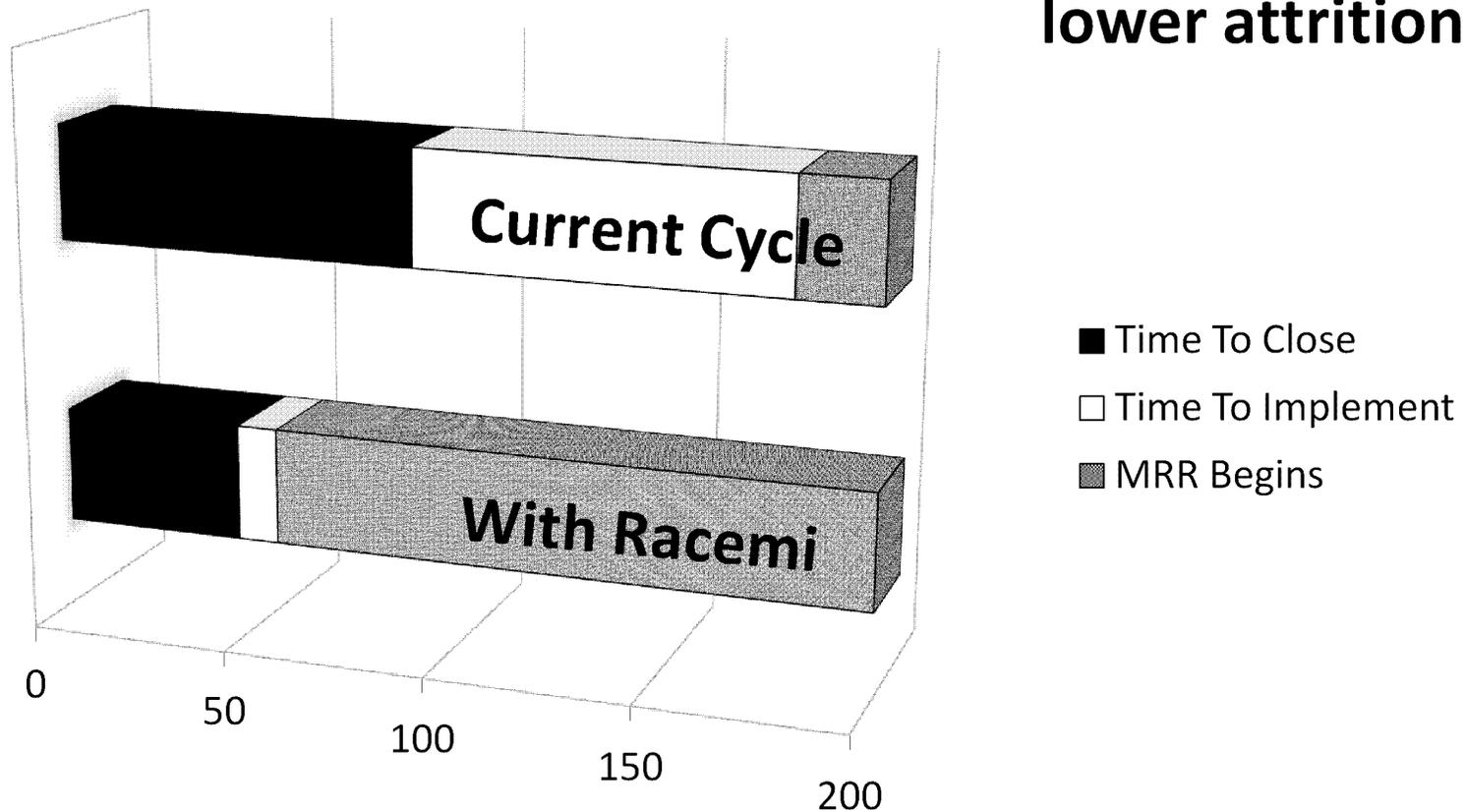
Dedicated



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# Partner Benefits

Faster close, implementation, and realized MRR with lower attrition



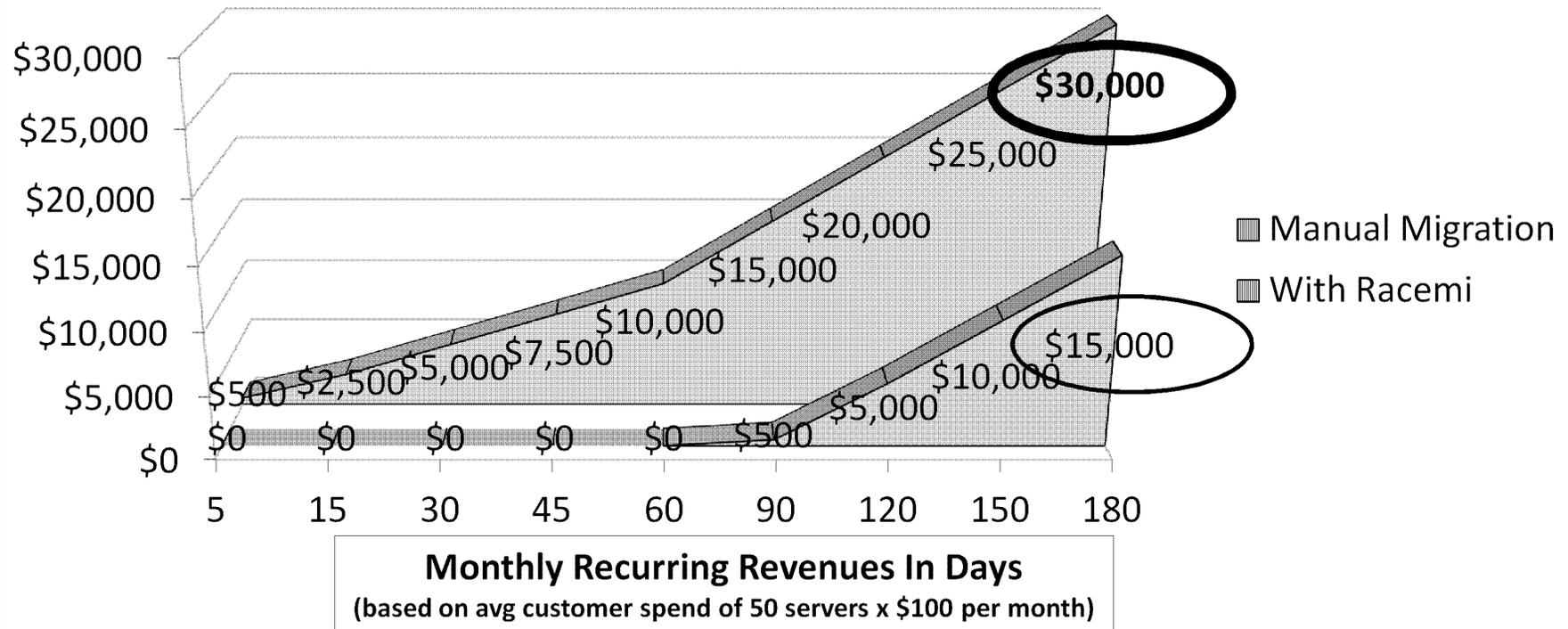
Time To Monthly Realized Revenue In Days



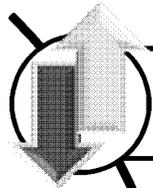
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# Accelerating Monthly Recurring Revenues

By leveraging Racemi automated migration solutions, CSPs can double the amount of MMR from new customers in the first 180 days



# Partner Benefits Continued



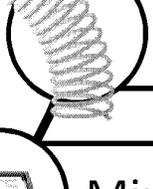
Drive Revenue and Reduce Costs



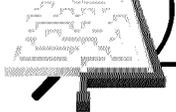
Maximize Customer Adoption and Retention



Self-Service, Automated Design Minimizes Staffing Impact

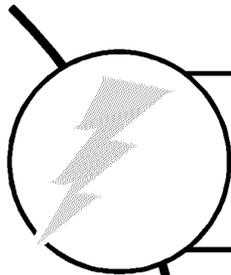


Flexible Packaging and Licensing Options

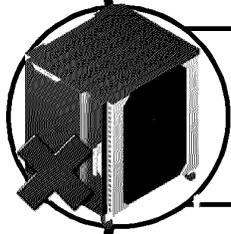


Minimizes barriers to cloud adoption without creating new ones

# End Customer Benefits



Fast, automated migration of existing physical, virtual, and cloud servers



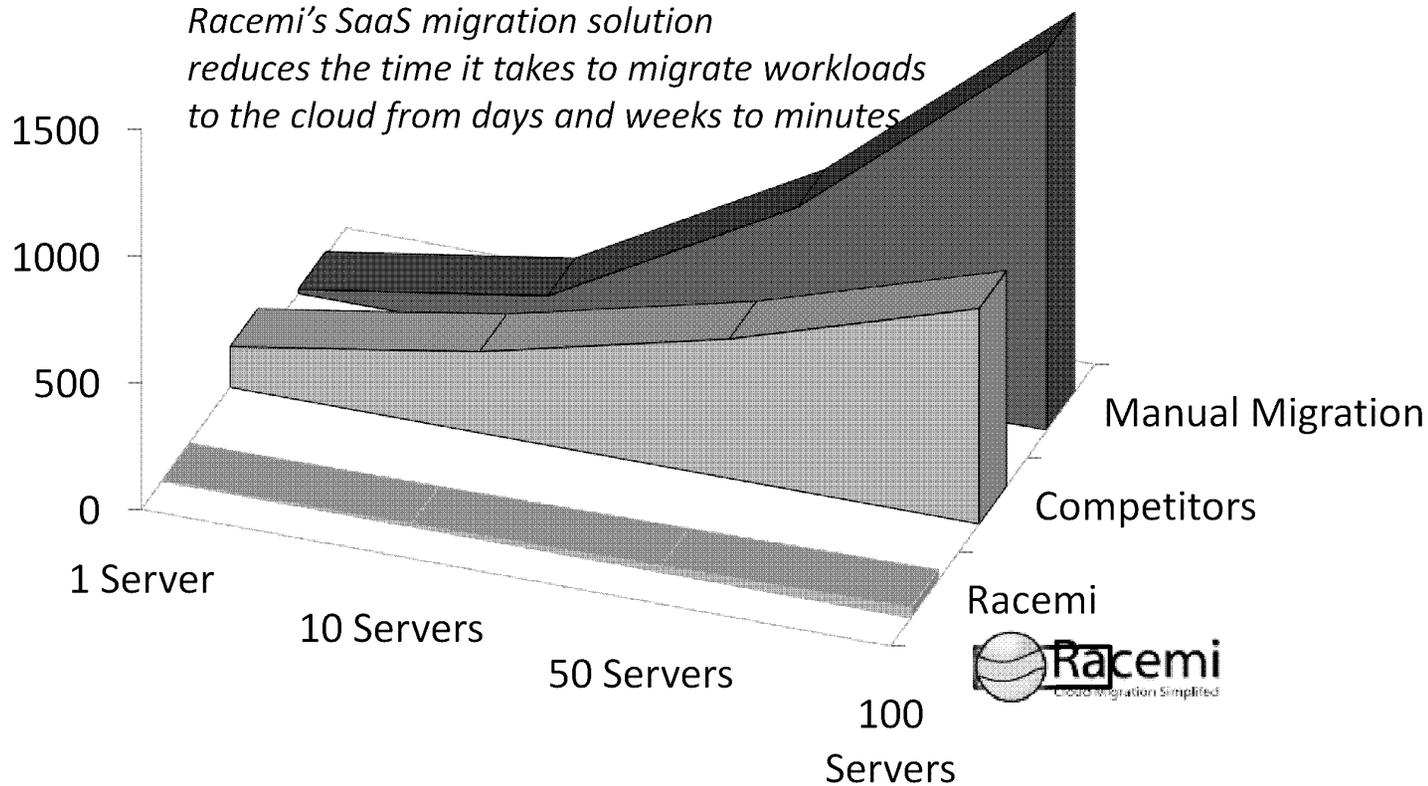
No infrastructure to buy or deploy



Zero Risk, Pay As You Go Licensing – End Customers Pay Only For Successful Migrations

# Migration Labor Comparison

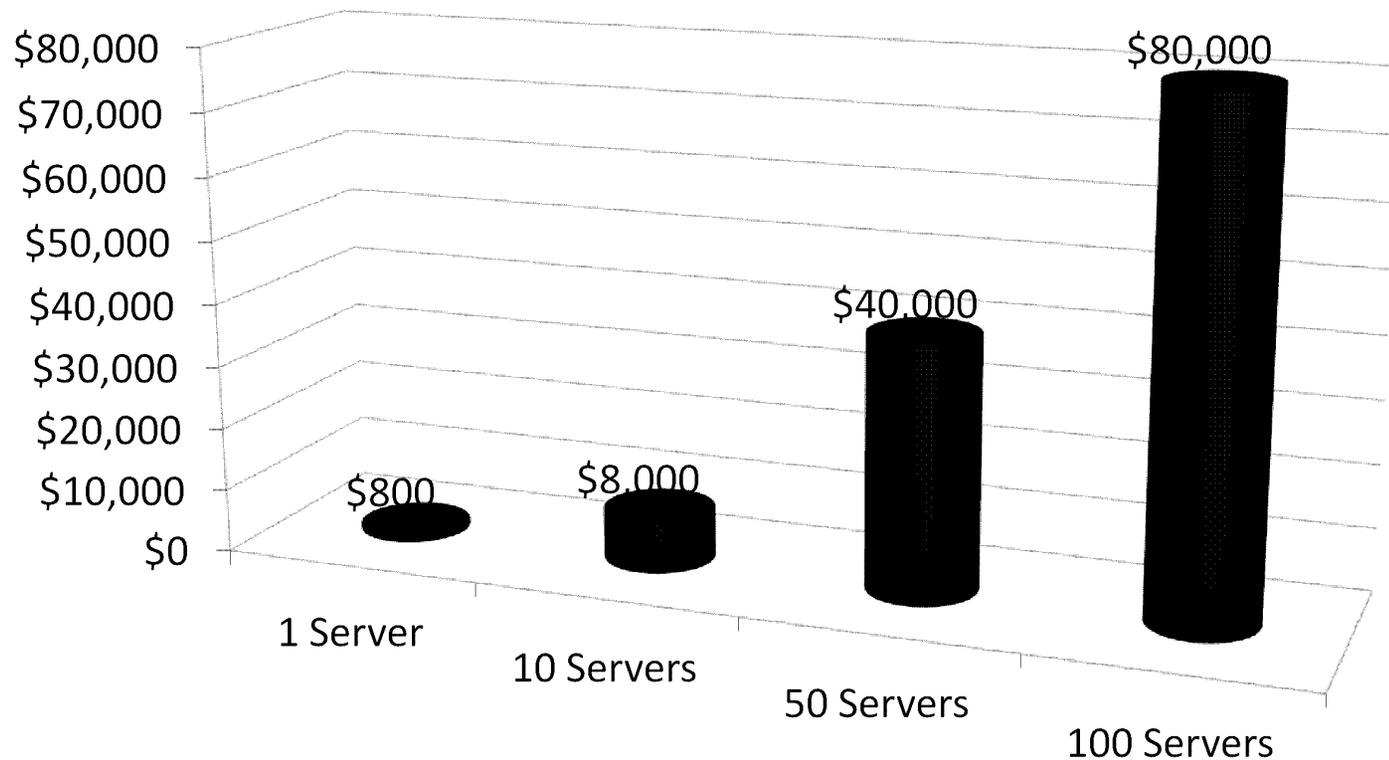
## Total Man Hours Spent



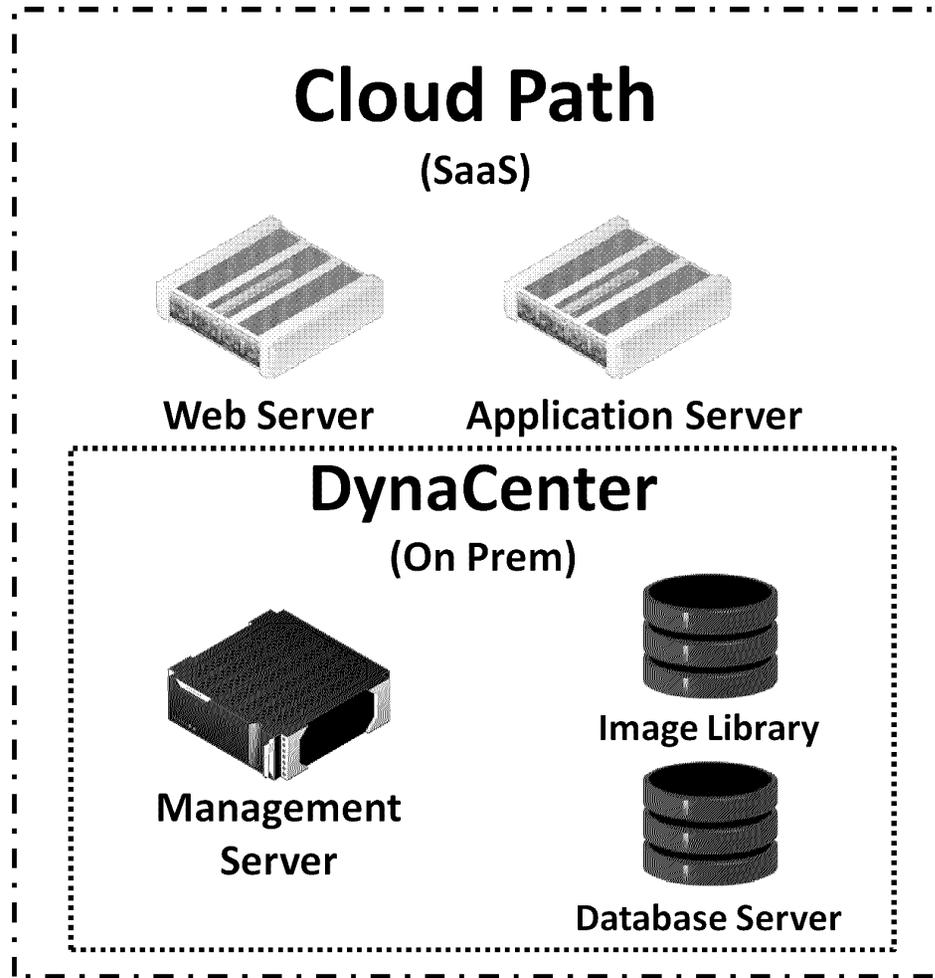
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# Average Migration Cost Savings

*Racemi migration solutions **save end customers an average of \$800 in labor per server migrated vs. a manual migration***



# Racemi Product Options\*



\*Animated slide

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# Customer Quotes

- “Racemi and GoGrid ensured our migration was hassle-free. The combination of GoGrid’s flexible, low-cost cloud platform and **an automated migration solution made our transition to cloud computing far easier than I’d hoped.**” - Josh Vermette, founder of Calydonian Interactive.
- “Racemi Cloud Path was **the clear choice for migrating my servers into the cloud.** It was **fast, automated, and easy to use**, plus there were no upfront fees or long term contracts to hassle with. **I can’t imagine using anything else** for my cloud migrations.” - Rajiv Hira, Soci-Ads
- “The Racemi team was **invaluable** to our cloud migration project - **highly recommended!**” -Rami Lulu, Stoneface Media, LLC
- “The knowledgeable and reliable services team at Racemi **accelerated our cloud migration project.** Not only did they **complete the work ahead of schedule**, but also provided us with tips and recommendations to facilitate future migrations. **We literally couldn’t have done it without them.**” - Juan Zapparoli, Enterprise Architect @ Malauzai Software Inc.



# Analyst Quotes

- “For beleaguered systems administrators, the prospect of moving physical servers into cloud services via a point-and-click Web portal is little short of miraculous...Cloud Path should be a fast, low-touch, low-risk way to move into - and between - cloud providers.” - Rachel Chalmers, 451 Research
- “What's new with Racemi is that it has found a way to make a complex, highly intrusive set of operations into a useable online service, effectively bridging the gap between IaaS and internal IT infrastructure.” - Carl Brooks, Tier 1 Research

## Racemi Automates Migrations to IBM Cloud Services

*Customers can begin migrations to IBM SoftLayer's cloud from competing services immediately*

**ATLANTA, September 16, 2013** – Racemi, the leading provider of automated server migration software that streamlines the process of migrating workloads to public, private, and hybrid clouds, today announced global support for [IBM public cloud offerings](#), providing clients an automated migration path to their IBM cloud of choice, at no charge for a limited time.

Racemi's Cloud Path software as a service (SaaS) enables IBM customers to migrate server workloads to IBM's SoftLayer cloud services at no charge (see terms and conditions [here](#)).

“Working closely with IBM, we are offering customers free migrations to IBM SoftLayer's public cloud services,” said James Strayer, vice president of product management, Racemi. “This ensures there a fast, easy way to move existing workloads to IBM's cloud computing platforms.”

Today, clients in a variety of industries ranging from governments, banks, retailers are using IBM's cloud capabilities to drive innovation and growth. More and more clients are turning to IBM Softlayer cloud offerings as they look to adopt cloud capabilities built on an open, secure comprehensive platform giving them the option to scale as the need for service grows. SoftLayer delivers Infrastructure-as-a-Service to 21,000 clients across all industries.

Details about this offer and the SaaS migration service for IBM cloud customers can be accessed at [www.racemi.com/ibm](http://www.racemi.com/ibm).

Cloud Path software-as-a-service (SaaS) is a self-service portal that automates the migration of existing Windows and Linux servers to public cloud services. There is no infrastructure to deploy or maintain on the customer's site and key features such as Live Capture ensure there is no server downtime. All customer data is secured and compressed using AES/RSA SSL encryption over firewall- friendly, fault tolerant outbound HTTPS connections to provide maximum protection and reliability.

“This new migration service will expedite IBM clients' ‘on-ramp’ to the enterprise cloud,” said Kit Linton, director of Cloud Infrastructure Offerings. “As more clients demand enterprise cloud capabilities, they are looking to IBM to deliver the security, privacy and reliability of open, private clouds with the economy and speed of a public cloud through IBM cloud.”

Racemi's server imaging technology quickly clones server workloads between dissimilar physical, virtual or private cloud platforms, reducing the migration process from days to minutes. This results in an average labor savings of over \$800 per server versus a manual migration. The Racemi SaaS captures the entire server stack—including operating system, applications, and configuration—and automatically converts it to run on the new cloud platform by applying the necessary tools and drivers during the migration process. This ensures existing workloads are migrated in their time-tested configuration, resulting in better reliability and supportability.

IBM has invested \$6 billion in more than a dozen cloud acquisitions since 2007, including, most recently, [SoftLayer](#) to extend IBM's public cloud capabilities and help clients with an easy on-ramp to the enterprise cloud.

**About Racemi**

Racemi, the moving company for the cloud, has been named a “Cool Vendor” and has hundreds of customers, users, and partners around the globe. The company builds server provisioning and cloud migration technology that allows businesses to quickly migrate their existing physical and virtual servers between dissimilar physical, virtual, and cloud platforms and across geographies. For CSPs (cloud service providers), MSPs (managed service providers), and hosting providers, Racemi is the easiest, most reliable method for onboarding customers to their public, private, or hybrid cloud offering. Racemi also enables customers and partners to automate private data center provisioning by leveraging its market-leading server imaging technology to rapidly provision physical, virtual or private cloud servers in any automated use case. For more information, visit [www.racemi.com](http://www.racemi.com).

# # #

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# Racemi and IBM

## Accelerating Cloud Adoption



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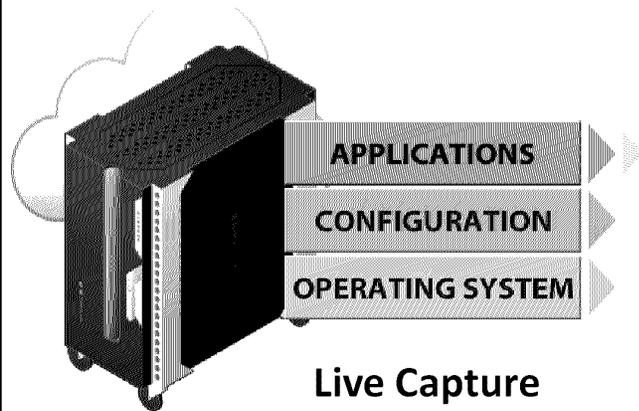
# What Is Cloud Path for IBM?

- A SaaS for automatically migrating server workloads to IBM SmartCloud Enterprise or SoftLayer CloudLayer.
  - Self-service web portal - no infrastructure to manage
  - Live Capture process means no server downtime
  - Supports Windows and Linux
  - Firewall friendly (outbound https), secure data transfer (256 bit AES SSL)
  - Free for IBM customers on first come, first serve basis (limit 10 per customer)

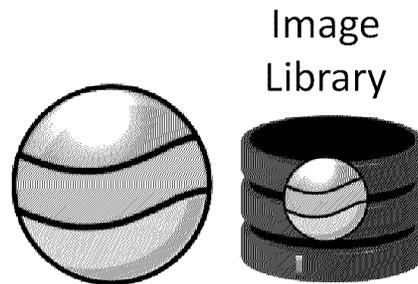




# How It Works

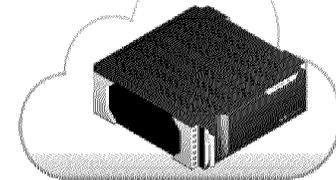


Customer Physical, Virtual, or Cloud Source Server



Image

IBM SmartCloud Enterprise  
SOFTLAYER



**Step 1:** Spin Up New IBM Cloud Instance



**Step 2:** Auto-Install The Racemi Agent



**Step 3:** Configure Image Payload For IBM Cloud



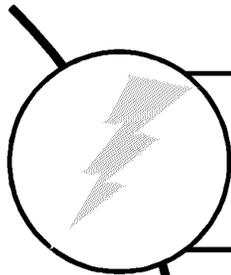
**Step 4:** Deploy Image



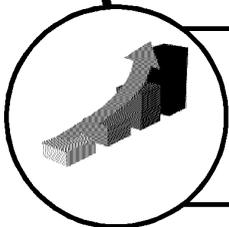
\*Animated slide

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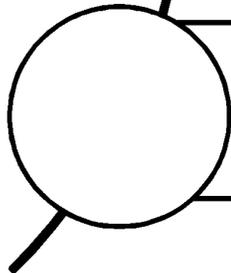
# Benefits



Fast – Takes minutes instead of days



Reliable - migrates proven configurations



SaaS – no infrastructure to deploy and manage

# When Should I Use Cloud Path?

Migrate physical or virtual servers from a private data center

- Windows 2008 R2 or RHEL/CentOS 5.x,6.X
- VMware ESX/ESXi/vSphere, Xen, Hyper-V, KVM

Migrate an existing cloud server from another cloud provider

- Amazon, Rackspace, GoGrid

# Data Center Coverage

IBM SCE	SoftLayer
Raleigh, NC	Dallas 1, TX
Boulder, CO	Dallas 5, TX
Canada	Washington D.C.
Germany	Seattle, WA
Japan	San Jose, CA
Singapore	
Australia	

# Assisted Migrations Available

- Racemi Professional Services are available to help you with your migration project
  - \$499 per server workload for up to 2 hours
  - \$285 per hour after 2 hours



# Market View

- IBM/Racemi Press Release
  - <http://finance.yahoo.com/news/racemi-automates-migrations-ibm-cloud-125900855.html>
- Customer Tutorial
  - <http://www.racemi.com/tour/ibm/start.htm>



# Summary

- SaaS self-service portal
- Supports Windows and Linux
- No server downtime
- Secure data transfer
- Free, on first come, first serve basis



# Racemi and IBM

## Accelerating Cloud Adoption



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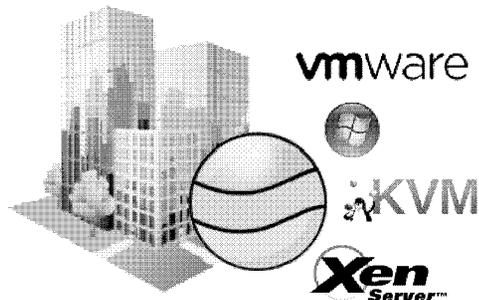
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# What Is Cloud Path for IBM?

- A Racemi/IBM SaaS for automatically migrating customer server workloads to IBM SmartCloud Enterprise or SoftLayer CloudLayer.
  - Self-service web portal - no infrastructure to manage
  - Live Capture - no server downtime
  - Supports Windows and Linux
  - Firewall friendly, secure data transfer (256 bit AES SSL)
  - Free for IBM customers on first come basis (up to 500 migrations)

# What We Do – Automated Server Migration

\*Animated slide



*Customer's Private Data Center  
(P2C, V2C)*



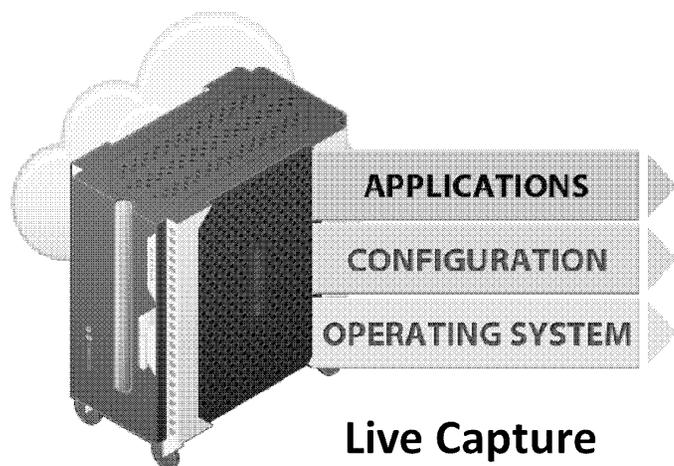
*Other Cloud Providers  
(C2C)*



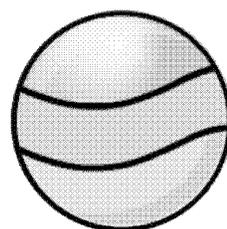
# When should I use CloudPath?

- Migrate physical or virtual servers from a private data center
- Migrate applications on
  - Windows 2008/R2 or RHEL/CentOS 5.x,6.X
  - VMware ESX/ESXi/vSphere, Xen, Hyper-V, KVM
- Migrate an existing cloud server from a competitive cloud
  - Amazon, Rackspace, GoGrid, vCloud, OpenStack, CloudStack

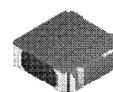
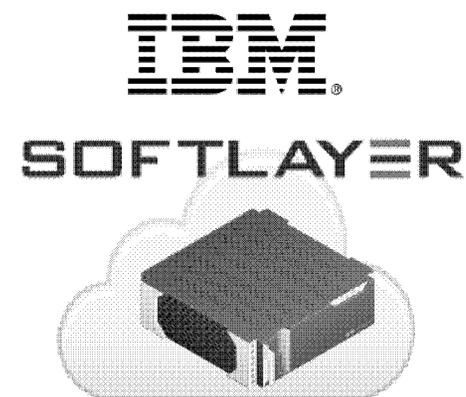
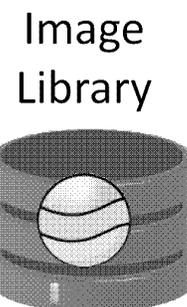
# How It Works



Customer Physical, Virtual, or  
Cloud Source Server



Image



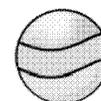
**Step 1:** Spin Up New IBM  
Cloud Instance



**Step 2:** Auto-Install The  
Racemi Agent



**Step 3:** Configure Image  
Payload For IBM Cloud



**Step 4:** Deploy Image

# Cloud Path for IBM Screenshot

**Your Progress**

██████████

---

## Welcome to Cloud Path!

### Register your cloud credentials

Before you can use Cloud Path, we need some information from you. For each cloud vendor account you want to migrate servers to, Cloud Path needs the login information for the account. Registering these account credentials allows Cloud Path to deploy servers in to your cloud vendor account.

---

Where Can I Find My Cloud Vendor Credentials?

Vendor	Description	Cloud Vendor Status	Action
IBM	IBM SCE Cloud	⊖ Not Registered	<a href="#">Add</a>
SoftLayer	SoftLayer CloudLayer Cloud	⊖ Not Registered	<a href="#">Add</a>

---

Exit | Help | Take a Tour Go to

# Data Center Coverage

<b>IBM</b>	<b>SoftLayer</b>
Raleigh, NC	Dallas 1, TX
Boulder, CO	Dallas 5, TX
Canada	Washington D.C.
Germany	Seattle, WA
Japan	San Jose, CA
Singapore	
Australia	

# Customer Profile

- Customer profile
  - Customer is looking to permanently migrate an existing application or web server to IBM Cloud.
    - Migrate existing applications w/no rebuild
    - Dev/QA, Web apps
    - CRM, ERP and other business apps

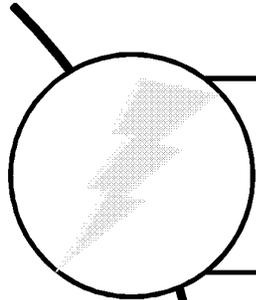
# What are we offering?

- Promotion
  - First 500 successful deployments free of charge for customer i.e. IBM will subsidize
  - Note customer images may be removed after 7 days to save IBM/Racemi storage costs
- Standard Cloud Path Pricing
  - \$249 per successful deployment to SmartCloud Enterprise or SoftLayer CloudLayer

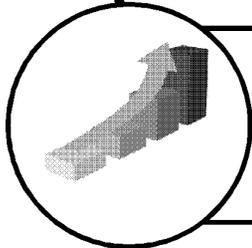
# Non-Standard Migration Pricing

- Racemi professional services
  - \$499 per server workload for up to 2 hours
  - \$285 per hour after 2 hours
  - SoW developed between Racemi/customer to determine scope
- On Racemi paper
  - Professional services agreement with planned IBM Q4

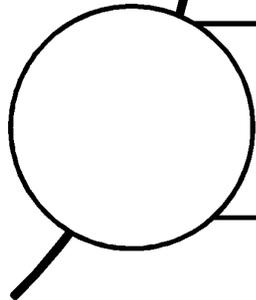
# How We Help IBM Customers



Fast – Takes minutes instead of days



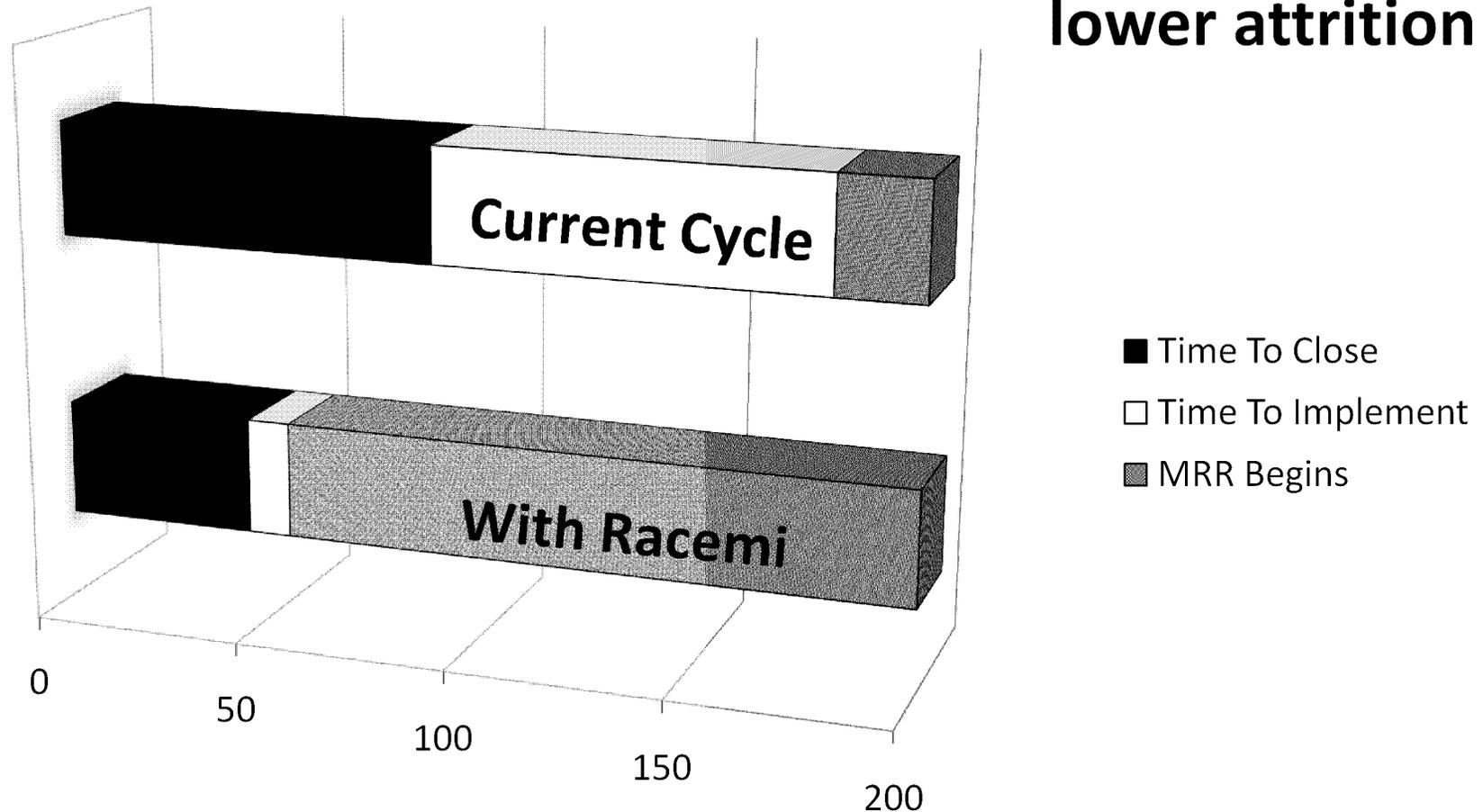
Reliable - migrates proven configurations



SaaS – no infrastructure to deploy and manage

# IBM Benefits

Faster close, implementation, and realized MRR with lower attrition



Time To Monthly Realized Revenue In Days



# Sales Deliverables

- Datasheet
- eCard
- Tutorial
- Infographic
- Social media: Twitter, Facebook, LinkedIn
- Article in SmartCloud Enterprise external newsletter distributed to all existing clients
- Include offer in SCE monthly tip email

# Process

- Identify customer
  - New customer - include as differentiator
  - Inactive customer - offer new service
- Qualify opportunity
  - Technically qualify with Racemi based on technical profile
  - Request pre-sales assistance
- Initiate migration
  - Initial migrations for the promo will be assisted by Racemi to maximize customer satisfaction

# Summary

- User friendly SaaS portal
  - Automated migration process minimizes user effort, error, and required expertise
  - Migrate workloads “as is”
  - No server downtime
- Initial promotion - 500 migrations “free to customer”
- No risk - All the benefits

# For More Information

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Inside Sales

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1-678-302-1647

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VP Sales and Business Development

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# Racemi Quotes

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RAC0000331

# Customers

# Customer Quotes

- *“Racemi Cloud Path was the clear choice for migrating my servers into the cloud. It was fast, automated, and easy to use, plus there were no upfront fees or long term contracts to hassle with. I can’t imagine using anything else for my cloud migrations.” - Rajiv Hira, Soci-Ads*
- *“The Racemi team was invaluable to our cloud migration project - highly recommended!” -Rami Lulu, Stoneface Media, LLC*
- *“The knowledgeable and reliable services team at Racemi accelerated our cloud migration project. Not only did they complete the work ahead of schedule, but also provided us with tips and recommendations to facilitate future migrations. We literally couldn’t have done it without them.” - Juan Zapparoli, Enterprise Architect @ Malauzai Software Inc.*

# Partners

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**RAC0000334**

# Partners

- “[Cloud Path] will not only help new Rackspace customers, but it will make it easier for existing Rackspace customers to move to our open cloud platform. We are pleased to be collaborating with a company like Racemi that continues to support our effort to reduce the barriers to cloud adoption.” - Bob Bardwell, business development manager at **Rackspace**.
- “SoftLayer is about delivering innovation, choice, and performance to our customers and we expect no less from our partners. With Cloud Path, Racemi has brought SaaS simplicity to cloud migration, providing our customers with a fast and easy way to migrate server workloads into CloudLayer.” - Duke Skarda, chief technology officer, **SoftLayer**. “

Press and Analysts

**PRESS AND ANALYSTS**

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RAC0000336

# Cloud Path

- “For beleaguered systems administrators, the prospect of moving physical servers into cloud services from Amazon, Rackspace, Terremark or GoGrid via a point-and-click Web portal is little short of miraculous...Cloud Path should be a fast, low-touch, low-risk way to move into - and between - cloud providers.” - Rachel Chalmers, 451 Research
- 
- “As people are getting their heads around the economic benefits of cloud computing-pay just for what you use servers and services-I’ve been hearing a lot of people say they’d use the cloud if only they could move their existing servers to the cloud without a lot of blood, sweat, and toil. This is where Racemi, a cloud-services company, comes in with its easy server migration program. Racemi’s answer for server to cloud migration is an online point-and-click tool that lets you easily take your servers from your server room to the cloud of your choice. This magic trick is called Racemi Cloud Path.” - Steven J. Vaughan-Nichols, ZDNet

# Cloud Path

- “The really neat thing about this is that DynaCenter, and now Cloud Path, doesn’t require you to modify your server to make it portable. In short, you really can just move your local servers to the cloud without a lot of pain and suffering. Just as nice, with Cloud Path you can avoid cloud vendor lock-in. Say you discover that Amazon EC2 isn’t for you. Usually shifting from one cloud provider can be another can be a nightmare. Racemi promises that Cloud Path can also make shifting servers from one cloud to another a simple point-and-click operation. I really like the sound of that.”  
- Steven J. Vaughan-Nichols, ZDNet

# Cloud Path

- “ Racemi Cloud Path is designed to convert existing infrastructure, networking and storage into a virtual architecture ready to be spun up on a number of major cloud providers, with essentially no input from the owner beyond a few commands and network access. It's a remarkable feat of automation to say the least...” - Carl Brooks, Tier 1R, November 2011
- 
- “What's new with Racemi is that it has found a way to make a complex, highly intrusive set of operations into a useable online service, effectively bridging the gap between IaaS and internal IT infrastructure.” - Carl Brooks, Tier 1R, November 2011

# Cloud Path

- “Services like these touch the IT department in a very different way than a 'simple' browser-based online application that hoards and delivers user-generated data at a remote site. This next wave of cloud is going to be a mix of very complex IT services, delivered with a mouse click, which users will expect to simplify almost any common task in IT that can be imagined.” - Carl Brooks, Tier 1R, November 2011

# Avoid Lock-In – Cloud 2 Cloud and VxV

- “Anyone whose business suffered from the recent Amazon EC2 outages should welcome [Racemi’s] clear methodology for shifting to alternative suppliers. Its use can become part of a new way for users to future-proof offloaded applications, accommodating the ones which shift from ‘non-core’ to ‘mission critical’ in time...Racemi’s approach should help users guard against lock-in as vendors become increasingly vertically integrated. We predict big problems down the line if Cloud service contracts don’t address how to off-board at the end of the contract.”  
- IT Candor - 5/2/2011
- Moving virtual servers from one environment to another is quite difficult and yet, organizations face this requirement from time to time. Moving a workload to a faster physical server to meet service level objectives might be one situation that requires a move from one hypervisor to another. Moving a workload to a disaster recovery site is another. Mergers and acquisitions often create the need to move things around as well. Racemi, a company that I’ve followed for quite some time, is one of the few that offer the tools to make these platform transitions easy.  
- ZDNet - 2/28/2011

# Avoid Lock-In

- “EC2 customers **Foursquare, Quora, Reddit.com** and others won't soon forget the April 2011 outage at the Amazon Web Services datacenter in northern Virginia... Frustrating as the downtime was for its victims, it serves as a useful reminder to other enterprises contemplating cloud use to engineer around expected outages. AWS customers who had built for high availability achieved it. By making it possible to harness private datacenters to multiple public cloud providers, Racemi's DynaCenter is aiming to enable just these kinds of complex and resilient cloud strategies. “  
- Tier 1 Research - 5/15/2011
- “The ability to move from one cloud to another, or from one vendor's VM platform to another, will be increasingly useful over time, IDC's Chen says.” - CIO - 3/3/2011
- “Freeing workloads from the platform they are currently hosted on and being able to move them from place to place has been an industry challenge...What is really notable about [Racemi] DynaCenter is that it doesn't require any modifications of the workload itself to achieve this level of agility and portability.” - ZDNet 5/9/2011

# Cloud Provisioning/ Migration

- “One of the biggest challenges with embracing any public cloud computing service is porting the images of the enterprise server environment to the new cloud computing service.”  
- CTO Edge - 10/27/2010
- “Migration, in fact, has been pegged by both cloud providers and platform developers as one of the chief inhibiting factors in cloud deployment, equal to both infrastructure and security/reliability concerns.”  
- IT Business Edge - 5/9/2011
- “As companies begin shifting the workloads supported by their internal infrastructure to the cloud, many are realizing their traditional ways of provisioning physical and virtual servers are coming up woefully short”  
- SearchCIO.com - 7/29/2010
- “As enterprises look for ways to use the cloud, increasingly more are designing hybrid strategies in order to combine the elasticity and capex reduction of public cloud resources with the security, compliance and performance of a private datacenter. Legacy applications, sensitive data and transactions that depend on speed or proximity may continue to live on-site, even as more complex applications and storage start to move out to the cloud, where they join no-brainer cloud use cases like bursting, batch processing, SaaS, and development and **QA labs**. The trick to making all this work is the ability to move it all around.”

# Cloud Provisioning/ Migration

- “T1R believes that Racemi does enough for managed service providers without creating the typical 'marketecture' fatigue that entraps so many growing managed hosting providers. Enough, that is, to solve two of the pressing worries of enterprises: how do I easily and quickly migrate and integrate my complex workloads to a cloud platform; and how do I do so without the risk of locking myself in unnecessarily, if it wasn't what I expected? “ - T1R - 5/15/2011
- “Migrations are notorious for being a manually intensive and very complex process that is subject to errors as spreadsheets are created, maintained and changed. For this reason, migrations are perhaps one of the most risky operations a storage professional will experience.” - Marie-Pierre Bellanger, SANpulse - Sept 14, 2011 via Arthur Cole at IT Business Edge
- “...the transition from traditional data center infrastructure to the cloud can be extremely disruptive if not handled properly.” - Arthur Cole, Sept 14, 2011 IT Business Edge

# Cloud Market

- "We are still at the beginning of the adoption cycle for cloud compute IaaS," said Lydia Leong, research vice president at Gartner. "This is a rapidly evolving market that represents the transformation of IT infrastructure over 10 to 20 years; however, the next five years represent a significant revenue opportunity – as well as a critical period for vendors who need to lay their foundations for the future."  
- MSN Money - 4/7/2011
- "Independent research firm Forrester Research expects the global cloud computing market to reach \$241 billion in 2020 compared to \$40.7 in 2010, according to a new Forrester report called "Sizing the Cloud". The report aims to provide insights into the future market size of cloud computing segment while trying to predict market growth dynamics in a new IT environment driven by rapidly growing number of cloud computing services and applications.- Cloud Tweaks - 4/26/2011

# Licensing

- “The lines are blurring between software and services – with the rise of cloud computing, that trend has accelerated faster than ever. But customers aren’t just looking at cloud business models, such as software-as-a-service (SaaS), when they want more flexibility in the way they license and use software. While in 2008 upfront perpetual software licenses (capex) made up more than 80% of a company’s software license spending, this percentage will drop to about 70% in 2011. The other 30% will consist of different, more flexible licensing models, including financing, subscription services, dynamic pricing, risk sharing, or used license models.” - Holger Kisker, Forrester Research - April 21, 2011



# Racemi and <Partner Name> Accelerating Cloud Adoption



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# Racemi Partner Programs

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**RAC0000322**

# Overview

- Partner program for Cloud and Managed Hosting providers
- Transaction based licensing
- Minimum 1 year commit
- Monthly billing
- Discounted pricing based on volume

# **Racemi Affiliate Program**

**SaaS based - Racemi assumes hosting, management, and support costs**

**Co-branded and private label options**

**Transaction based pricing**

**Monthly billing**

**Discounts based on volume**

**Requires cloud certification**



# Racemi Affiliate Program Options

Benefits	Gold	Platinum
Support for your cloud*	X	X
Joint marketing support	X	X
Co-branded portal w/no competitors listed	X	
Preferred partner status and placement	X	
Private branded portal w/no competitors		X
Premium partner status and placement		X

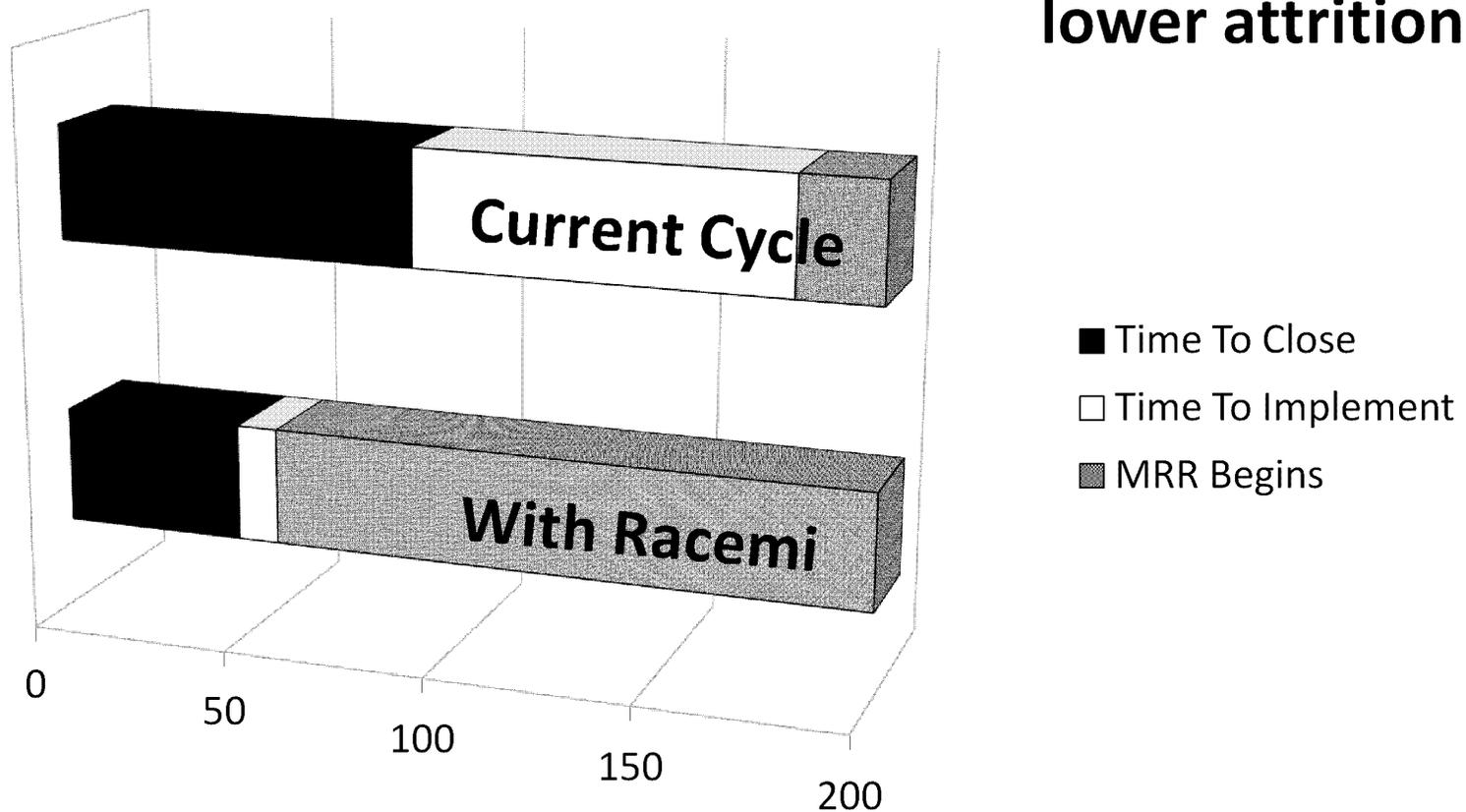
\* Your cloud must meet certain minimum technical requirements to qualify



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# Partner Benefits

Faster close, implementation, and realized MRR with lower attrition



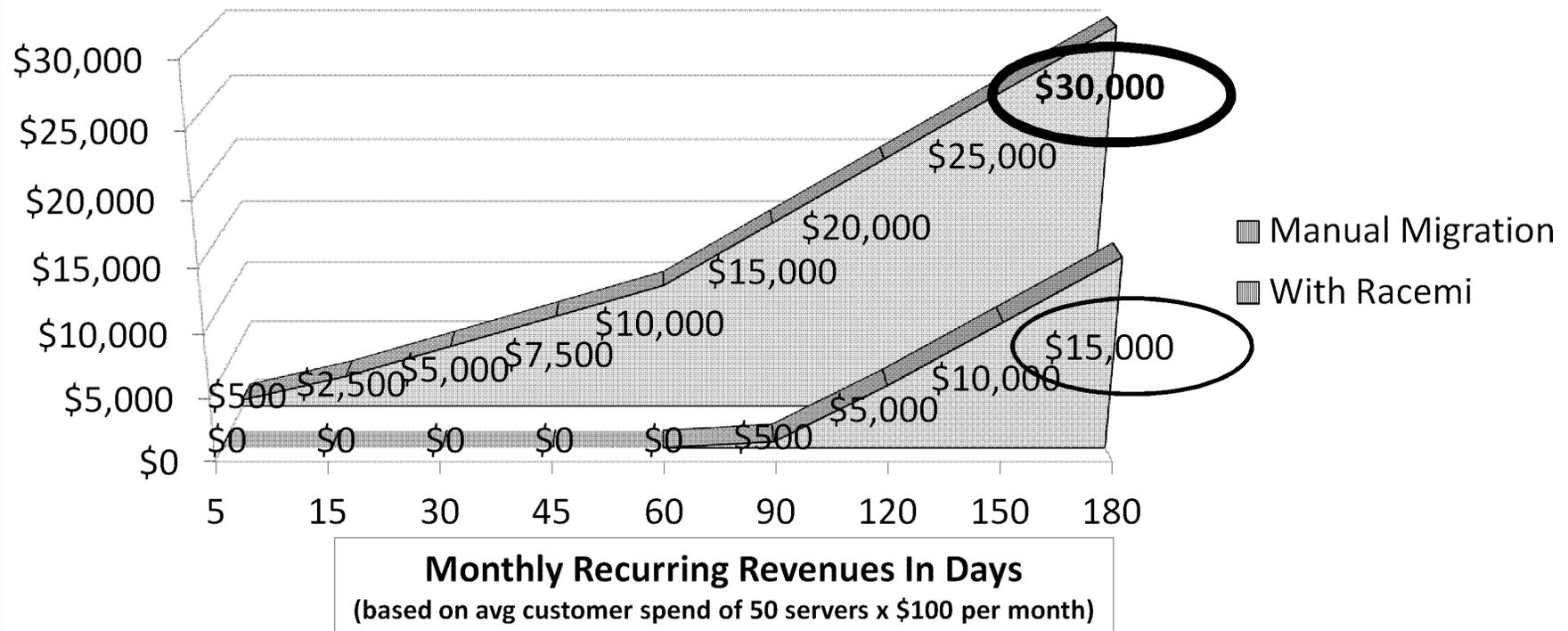
Time To Monthly Realized Revenue In Days



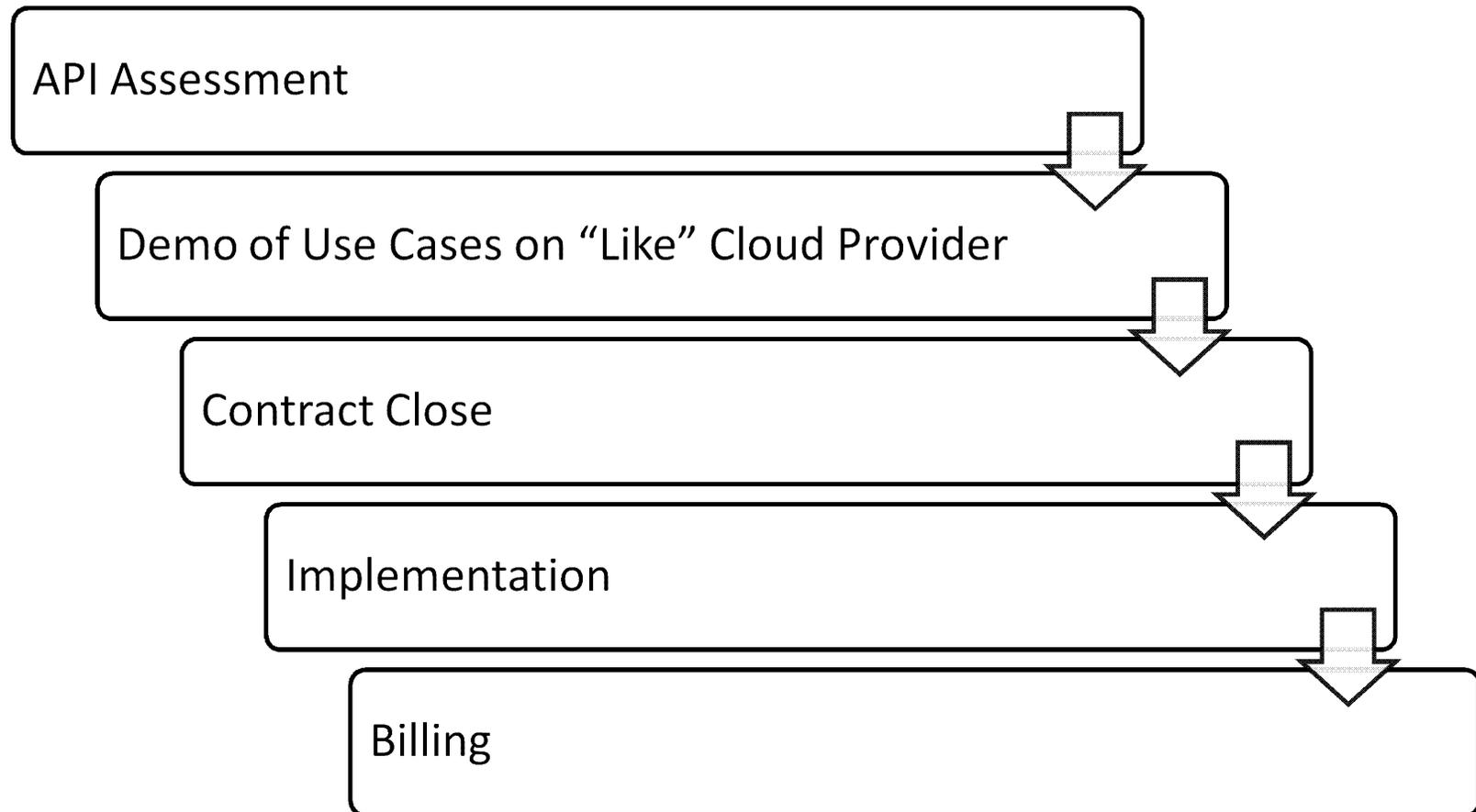
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# Accelerating Monthly Recurring Revenues

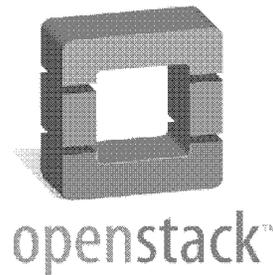
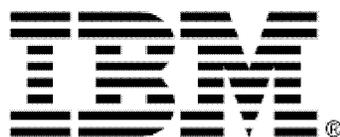
By leveraging Racemi automated migration solutions, CSPs can double the amount of MMR from new customers in the first 180 days



# Racemi Implementation Process



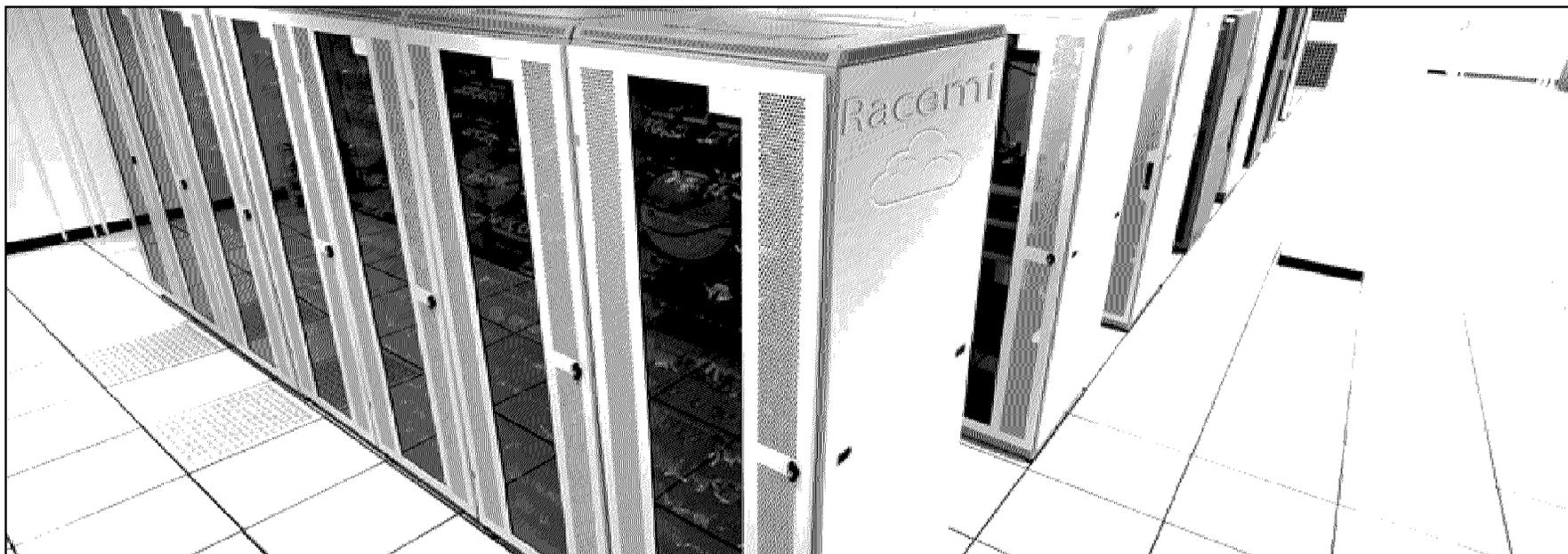
# Industry Leading Partners



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# For More Information

- Sales Contact
- Title
- email
- phone



# Racemi

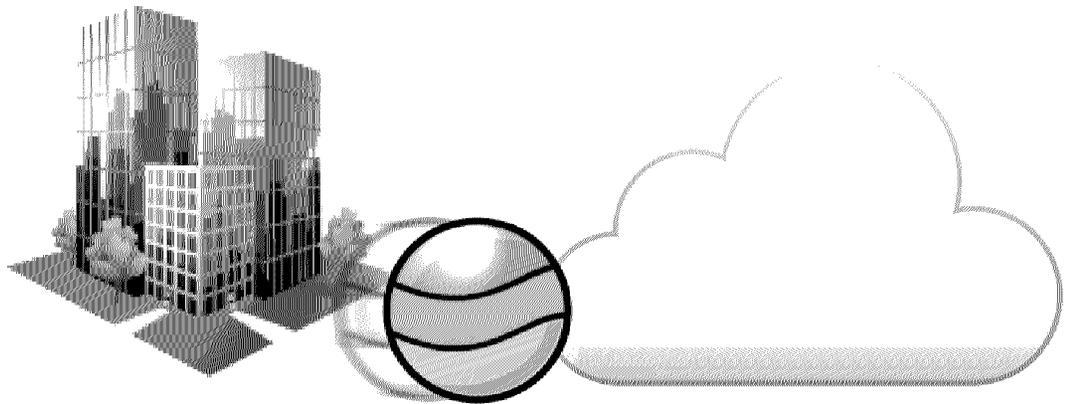
## Accelerating Cloud Adoption

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# Who Is Racemi?

- Headquartered in Atlanta, GA
- Privately held, established in 2001
- Over 500 users worldwide
- Thousands of provisioned servers in Global 2000 data centers worldwide



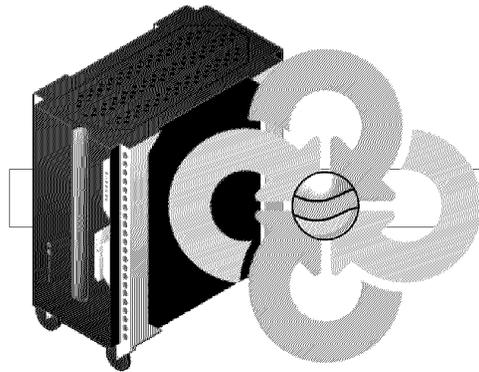
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# What We Can Help You With

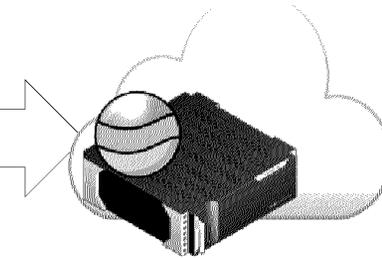
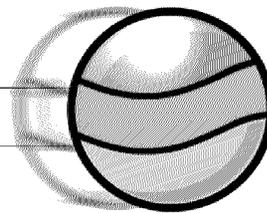
- Cloud migration projects
- Data center consolidation/migration projects
- Hardware refresh projects
- Hypervisor conversion projects

# Racemi Automated Cloud Migrations

**Step 1: Live Image Capture**   **Step 2: High Speed SSL Data Transfer**



Physical, Virtual, or  
Cloud Source Server



**Step 3: Spin Up New  
Cloud Server Instance**



**Step 4: Auto-Install The  
Migration Agent**



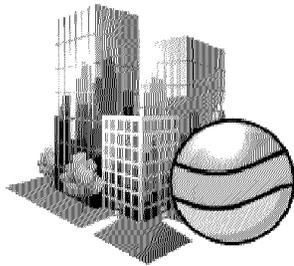
**Step 5: Configure Image  
For Platform**



**Step 6: Deploy Image**

# Full Migration Capabilities\*

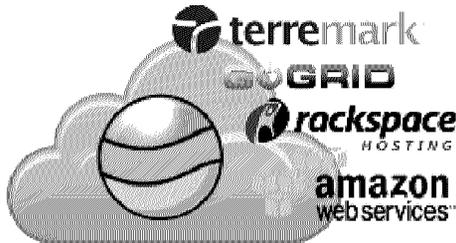
\*Animated slide



From Customer's Private Data Center



Public, Virtual Private, or Dedicated Cloud



Between Cloud Providers

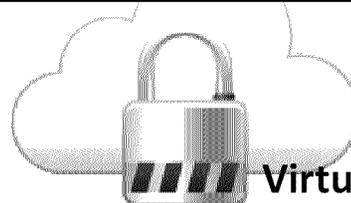


Public, Virtual Private, or Dedicated Cloud

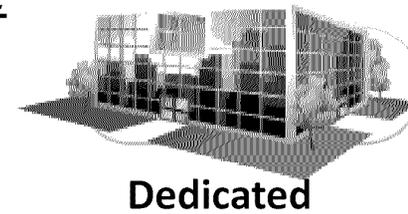
Between Customer Infrastructure



Public Cloud



Virtual Private

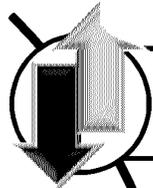


Dedicated



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# Partner Benefits



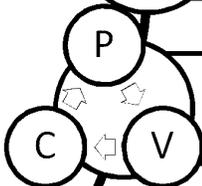
More predictable operational costs



Streamline project timelines for more competitive bids



Broad cloud support including AWS, Rackspace, SoftLayer, IBM

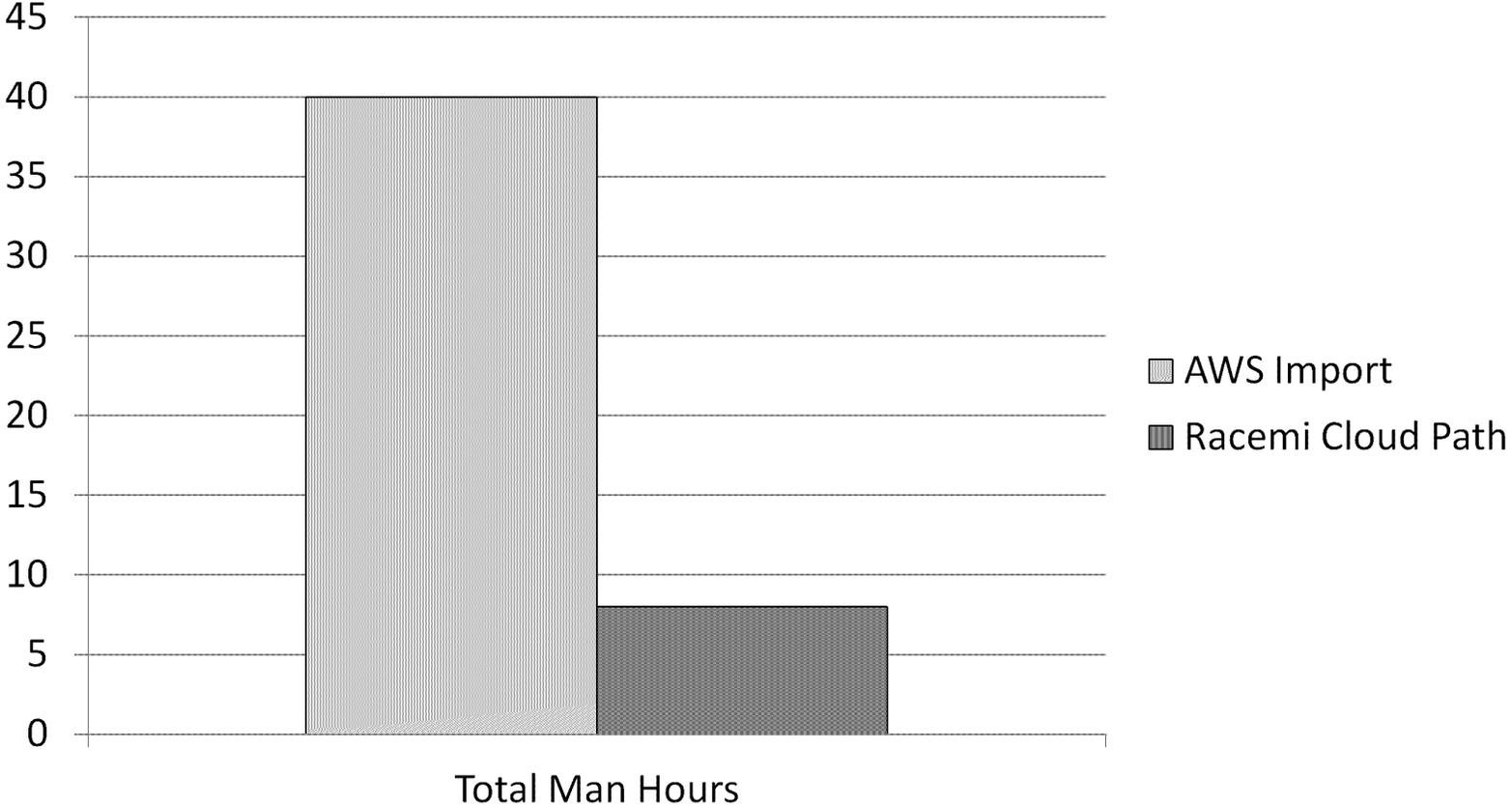


Provision physical, virtual, or cloud servers from same platform



Scriptable API for mass automation and integration

# Man Hours Saved Per App



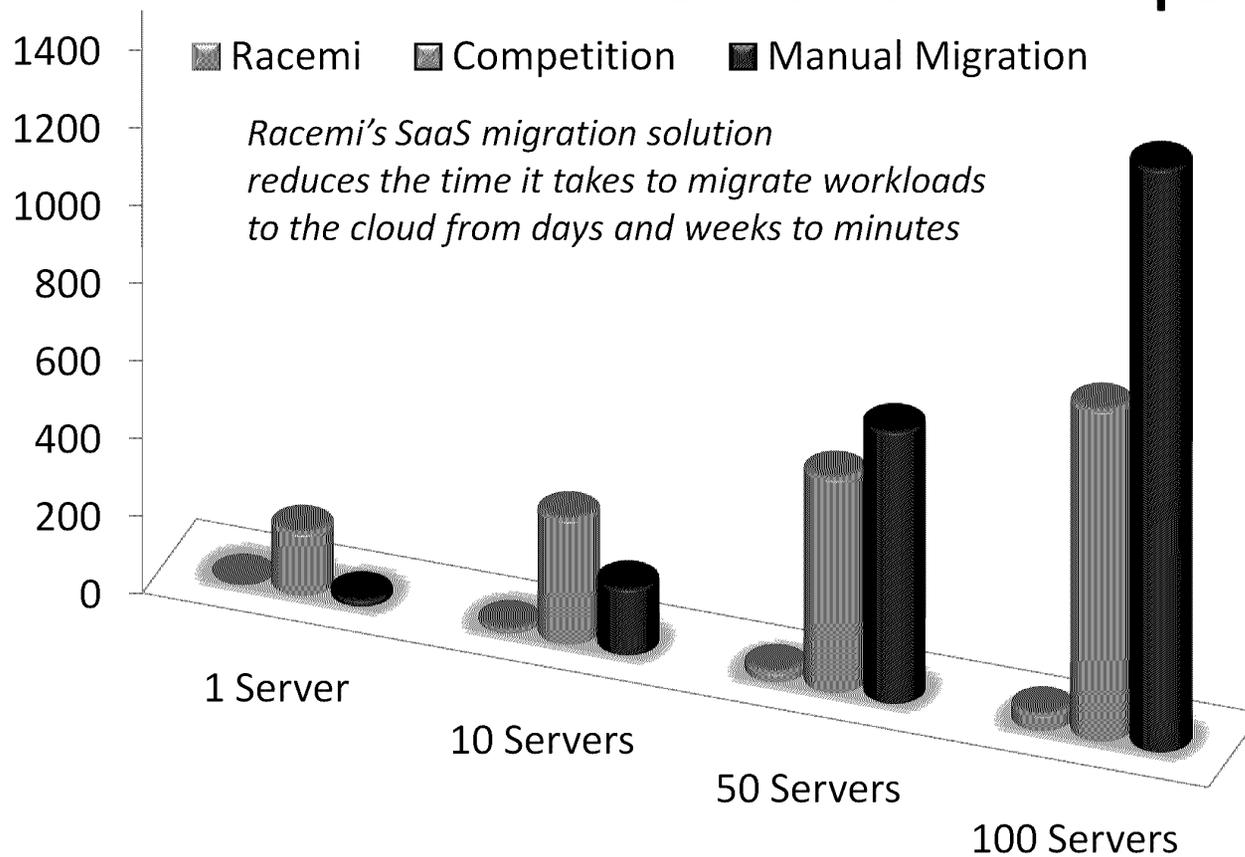
\*Data courtesy of Racemi Partner Five Point



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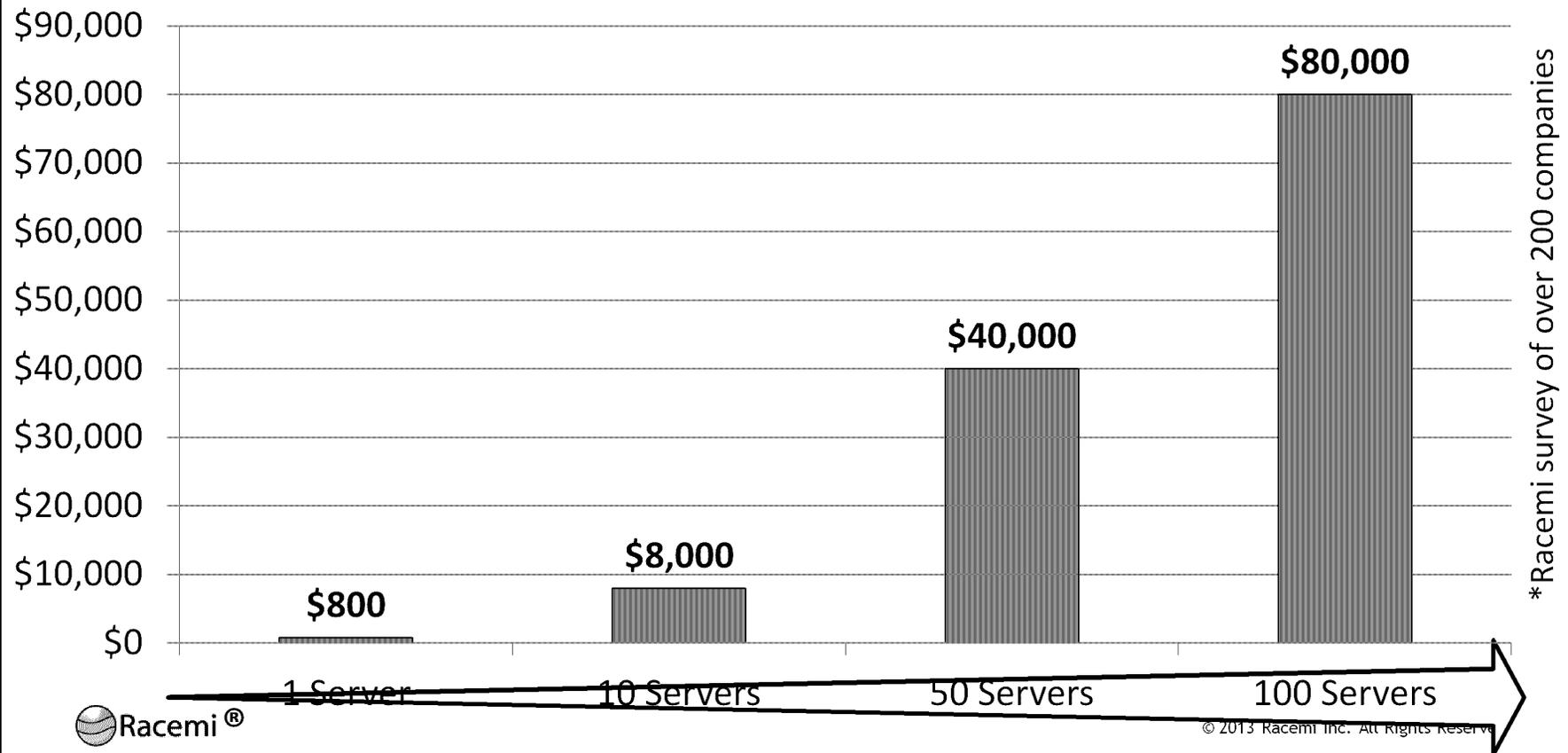
# Migration Labor Comparison At Scale

## Total Man Hours Spent

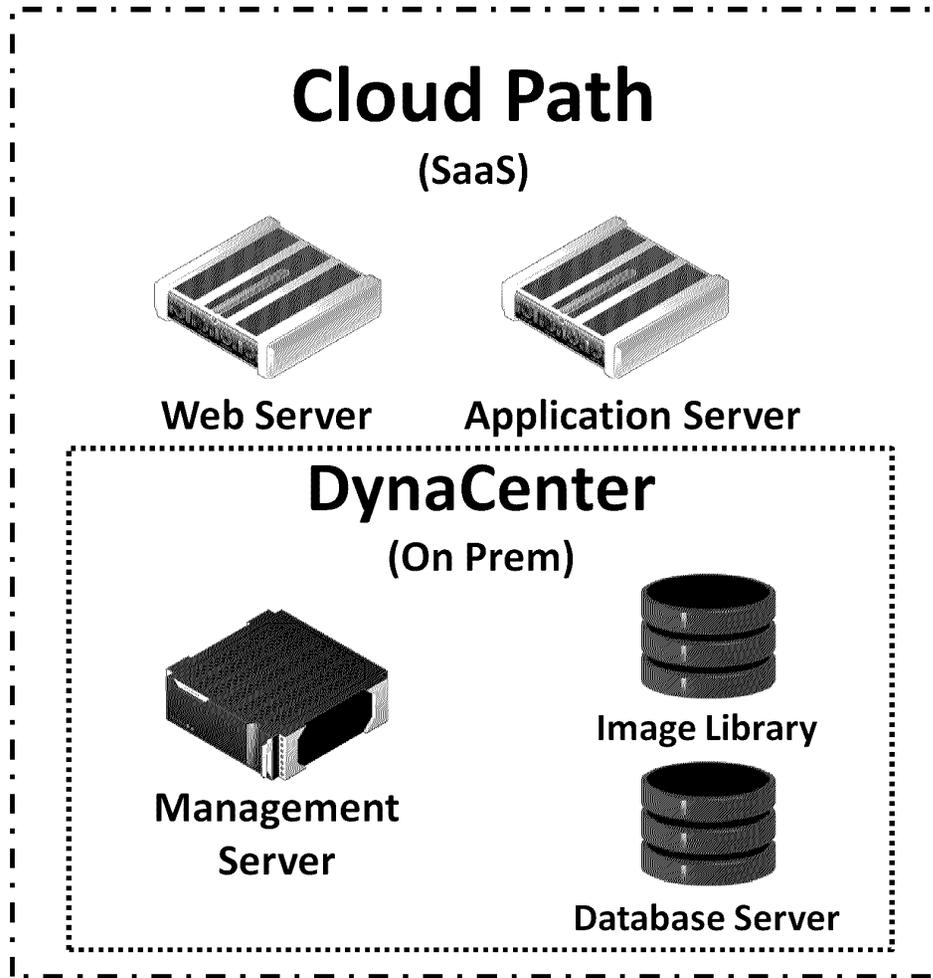


# Average Migration Cost Savings

*Racemi migration solutions **save end customers an average of \$800 in labor per server\*** migrated vs. a manual migration*



# Racemi Product Options\*



\*Animated slide

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# Cloud Path Demo

The screenshot displays the Cloud Path dashboard interface. At the top, there is a navigation bar with links for Home, Actions, Resources, Status, Billing, Settings, Help, Support, and Logout. The main content area is divided into several sections:

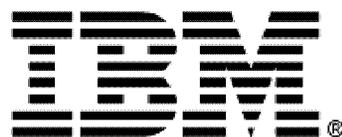
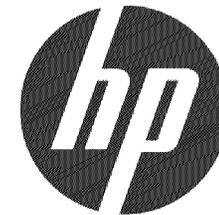
- Tasks:** A list of tasks with columns for Name, Status, and Action. All listed tasks are marked as 'SUCCESS'.
- Statistics:** A table showing deployment statistics for various clusters.
- Images:** Summary statistics for stored images and total storage.
- Support Cases:** A table listing open support cases with details on description, status, and dates.

Cluster Name	Vendor	Available For Cn	Clusters	Deploys	Failed	Status
All	IBM		15	7	13	0 N/A
Local	IBM		0	0	0	0 N/A
ec2-us-west-1	ec2		0	0	0	0 Online
ec2-us-west-2	ec2		0	4	3	0 Online
ec2-us-west-1	ec2		0	0	2	0 Online
gcp-us-east-1	gcp		0	2	0	0 Online
gcp-us-west-1	gcp		0	0	0	0 Online
rackspace-cloud	rackspace		3	0	3	0 Online

Case ID	Description	Status	Date Opened	Last Updated
22	Container failed	open	2011-09-19 17:53:58	2011-09-19 17:53:46
23	Cannot login	open	2011-09-17 14:28:44	2011-09-17 14:28:56
30	Cannot login	open	2011-09-06 14:54:20	2011-09-06 14:54:48
31	Deploy failed	open	2011-08-30 13:17:15	2011-08-30 11:17:23
3	Capitalk failed	open	2011-08-29 19:58:58	2011-08-30 11:18:47

# Industry Leading Partners



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# Customer Quotes

- “Racemi and GoGrid ensured our migration was hassle-free. The combination of GoGrid’s flexible, low-cost cloud platform and **an automated migration solution made our transition to cloud computing far easier than I’d hoped.**” - Josh Vermette, founder of Calydonian Interactive.
- “Racemi Cloud Path was **the clear choice for migrating my servers into the cloud.** It was **fast, automated, and easy to use**, plus there were no upfront fees or long term contracts to hassle with. **I can’t imagine using anything else** for my cloud migrations.” - Rajiv Hira, Soci-Ads
- “The Racemi team was **invaluable** to our cloud migration project - **highly recommended!**” -Rami Lulu, Stoneface Media, LLC
- “The knowledgeable and reliable services team at Racemi **accelerated our cloud migration project.** Not only did they **complete the work ahead of schedule**, but also provided us with tips and recommendations to facilitate future migrations. **We literally couldn’t have done it without them.**” - Juan Zapparoli, Enterprise Architect @ Malauzai Software Inc.

# Partner Quotes

“Our favorite features of Cloud Path are the **Live Capture** capability and the **automated conversion** of the physical server or VM to the AWS platform. With AWS import tools, we had to take the server offline and do a lot of manual reconfiguration for it to import successfully into AWS, and then we had to reconfigure the instance once it was live in EC2. Cloud Path eliminates all of that headache by allowing me to take a snapshot of the running server and migrate it into AWS with just a few mouse clicks, literally **saving us multiple man days of labor per application.**” - Michael Mwamunga, **Five Point.**

“We’re excited to launch this new service with Racemi. **Together, we’re making it painless for customers to migrate existing workloads to our innovative cloud platform and saving them thousands of dollars** in the process.” - Dave Smith, vice president of global sales at **GoGrid.**

“Manually migrating data takes time and can be expensive. Racemi’s technology in combination with HOSTING services will make **moving business-critical applications quicker and more cost-effective than ever before** for our customers,” - John Vernazza, vice president, Enterprise Solutions at **HOSTING.**

“SoftLayer is about delivering innovation, choice, and performance to our customers and we expect no less from our partners. With Cloud Path, **Racemi has brought SaaS simplicity to cloud migration**, providing our customers with a fast and easy way to migrate server workloads into CloudLayer.” - Duke Skarda, chief technology officer, **SoftLayer.** “



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# Analyst Quotes

- “For beleaguered systems administrators, the prospect of moving physical servers into cloud services via a point-and-click Web portal is little short of miraculous...Cloud Path should be a fast, low-touch, low-risk way to move into - and between - cloud providers.” - Rachel Chalmers, 451 Research
- “What's new with Racemi is that it has found a way to make a complex, highly intrusive set of operations into a useable online service, effectively bridging the gap between IaaS and internal IT infrastructure.” - Carl Brooks, Tier 1 Research

# Racemi SI Program

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# What You Get

- Racemi DynaCenter Group license
  - One time server licensing fee covers management server software license for all employees
  - Includes Cloud and Data Center module for widest range of provisioning options (physical, virtual, and cloud)
- Includes Custom Cloud Path Portal (SaaS) for Your Team
  - Co-branded with logos and color schemes
  - Consolidated monthly billing for transactions



• Focused on cloud migrations (into and between cloud)

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# Discounts

- Standard Cloud Path Gold Label and DynaCenter license MSRP = \$125,000
- SI price = \$50,000
  - \$2,000 annual maintenance fee applies
  - Transaction fees apply

## Cloud Migration Software Provides Easy On-Ramp to Rackspace® Open Cloud

*Racemi makes it easier than ever to migrate existing workloads to next-generation Rackspace cloud platform*

**ATLANTA, November 14, 2012** – Racemi, the moving company for the cloud, announced its cloud migration software now supports physical and virtual server migrations to [Rackspace open cloud](#) giving customers more flexibility and choices when it comes to migrating existing workloads to public cloud computing resources. This means it is no longer necessary to rebuild servers from scratch in the cloud, which translates to significant time and cost savings.

Both its [Cloud Path](#) software as a service and [DynaCenter](#) on-premises software can now migrate servers running supported operating systems to Rackspace open cloud server instances.

Support for Rackspace's open cloud has been added to existing support for public clouds that include Amazon EC2, GoGrid, Rackspace (first generation cloud servers) and Terremark. Also, it's possible to automatically migrate cloud instances between cloud providers, which means existing Rackspace first generation cloud customers can now migrate to Rackspace open cloud instances in an automated, unattended fashion.

“With our Cloud Path automated, online migration service, customers now have more operating system (OS) and public cloud choices than anything else we know of,” said James Strayer, vice president of product management, Racemi. “With investments in staffing and automation, our pace will be accelerating in the coming months, enabling us to support additional OS platforms and cloud providers.”

“This update will not only help new Rackspace customers, but it will make it easier for existing Rackspace customers to move to our open cloud platform,” said Bob Bardwell, business development manager at Rackspace. “We are pleased to be collaborating with a company like Racemi that continues to support our effort to reduce the barriers to cloud adoption.”

Workloads are migrated to the cloud by automatically creating new cloud server instances, comparing the configurations of the source and destination servers, and then configuring the necessary cloud tools, virtual machine components, disk, and network layout "in-flight" to help ensure that the image can be run on the new cloud platform. Unlike other technologies, Racemi's image-based provisioning software does not require modifications to the application. The solution is fully automated, providing unattended migration support that requires minimal user effort.

For small- and medium-size enterprises, the company offers Cloud Path, which is a SaaS (software-as-a-service) version of its cloud migration software enabling customers to migrate their applications into clouds in minutes rather than weeks or months. Racemi's pay-per-use pricing enables customers to use Cloud Path risk free, because they are only billed for successful migrations. There is no infrastructure to install at the customer location so there is no hardware to buy and nothing to maintain. The fully-automated migration can be controlled from a web browser.

Racemi makes its DynaCenter software available to cloud providers, professional services teams, and ISVs (independent software vendors) to incorporate into their offerings, providing an easy way to add cloud on-boarding capabilities into their products and services. This enables cloud providers to realize monthly recurring revenues from new customers much more quickly, as well as expand their footprint in their existing accounts.

#### **About Racemi**

Racemi, the moving company for the cloud, has been named a “Cool Vendor” and has received other industry awards.

The company builds server provisioning and cloud migration technology that allows businesses to quickly migrate their existing physical and virtual servers to, from and between cloud providers and across data centers. For CSPs (cloud service providers), Racemi is the fastest and best method for on-boarding customers to their cloud.

Racemi also enables customers and partners to automate private data center provisioning by leveraging its market-leading server imaging technology to rapidly provision physical, virtual or private cloud servers in any automated use case.

For more information, visit [www.racemi.com](http://www.racemi.com).

# # #

*Racemi, the moving company for the cloud are marks of Racemi. All other trademarks referenced herein are the property of their respective owners.*

#### **Contact:**

Glenn Rossman, Baker Communications Group, 914-623-8354,  
[Racemi@bakercg.com](mailto:Racemi@bakercg.com)



## At-a-Glance

Provides fast, reliable, and cost-effective server migrations across dissimilar physical, virtual, or cloud platforms. Whether you are moving physical or virtual servers to the cloud, Racemi automates the server migration process saving you valuable time and money.

## ADVANTAGES

- Migrates existing physical, virtual, or cloud servers
- No infrastructure to buy or maintain
- Zero risk, pay as you go pricing
- Works across dissimilar physical, virtual, and cloud platforms

"For beleaguered systems administrators, the prospect of moving physical servers into cloud services from...a point-and-click Web portal is little short of miraculous..."  
- Rachel Chalmers, 451 Research

## The Moving Company For The Cloud

Racemi products and services simplify the cloud migration process for physical and virtual servers, making it fast, reliable, and cost-effective to **migrate existing applications to the cloud**. The key to our hassle free migration approach is Racemi's fast and reliable image-based provisioning technology, which automates the entire cloud migration process and supports a broad range of physical and virtual platforms including VMware, Xen, and Hyper-V.

## Why is Racemi the Best Choice for Cloud Migration?

### Innovative Products

There are few good options out there for **migrating existing applications to the cloud**, in fact, businesses must often rebuild servers in the cloud manually at considerable time and expense. In contrast, with Racemi, you can automatically "capture" your live server workloads and migrate them between dissimilar physical, virtual, and cloud platforms "as is". There's no need to rebuild servers manually from templates or the base OS since Racemi's automated migration process moves the entire server "stack" - operating system, applications, network, and storage configuration for you.

### Migration Expertise

Whether you need guidance developing a comprehensive cloud strategy or just a little help migrating your servers, Racemi's experienced professional services team can help get you to the cloud faster, with more predictable results. Racemi professionals can help you:

- Determine which of your applications are right for the cloud.
- Select a cloud provider that best meets your business needs.
- Leverage industry leading Racemi tools to automate the migration.

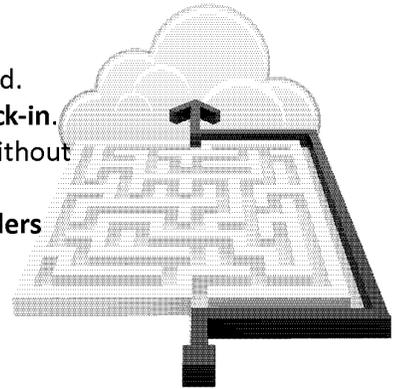
### Flexible Options

Racemi offers a range of products and services with flexible, zero risk licensing plans to help take the headache out of cloud migration. Our most popular option is Racemi Cloud Path, a SaaS application that makes it point and click simple to migrate a server into the cloud, with no infrastructure to buy or maintain and no up front fees or long term contracts.

## When Should I Consider Racemi?

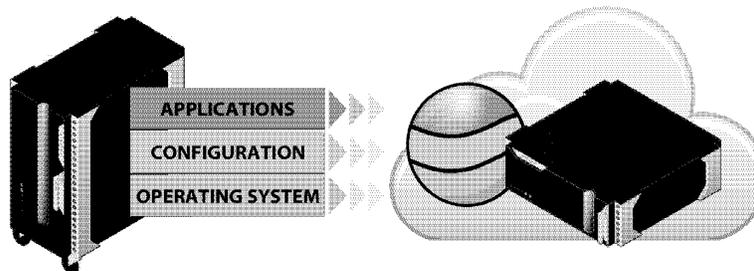
Consider Racemi if you need:

- **Fast and cost-effective migration** of physical or virtual environments to the cloud.
- Freedom to easily move between cloud providers to **minimize risk of vendor lock-in**.
- Ability to **migrate existing applications to, from, and between cloud services** without modifying your workloads.
- High-availability **deployments across multiple availability zones or cloud providers** to protect from service outages and minimize risk to your business services.
- **Cost effective disaster recovery** to quickly and easily stand up servers in your local data center or another cloud provider.



## How Does Racemi Work?

Racemi captures **OS, configuration, application files, and other information** from a source server in an image and stores it in a library. These images can be **deployed to other local or cloud-based servers** with your deployment “profile” applied. **Profiles include information such as storage and network configurations**, which can be modified to address a wide range of environments and configurations. Racemi also **applies any necessary drivers and virtual tools “in flight”** to prepare the image for the target platform. This enables Racemi to quickly and easily migrate server images to dissimilar physical, virtual, and cloud platforms.



## Key Additional Features Include:

- Fully unattended automated migration process supported.
- Live Capture with CPU throttling eliminates need to power down servers during migrations.
- Automatically configures disk layout and network interfaces.
- Supports migrations between dissimilar physical, virtual, and cloud platforms.
- Zero risk, pay as you go licensing available.
- No infrastructure to buy or maintain (SaaS.)

## How Do I Learn More About Racemi?

To learn more about how Racemi can simplify your cloud migration project, visit [www.racemi.com](http://www.racemi.com) or email [info@racemi.com](mailto:info@racemi.com)



Watch our introductory video on how Cloud Path helps businesses migrate to the cloud at <http://www.racemi.com>



## Who Is Racemi?

- A leading provider of cloud migration solutions & services and a Rackspace Cloud Tools partner.

## Solutions For Migrating to RackSpace Cloud Servers

Cloud Path is a Software as a Service (**SaaS**) that enables **automated migration** of customer's existing servers to Rackspace Cloud Servers instances. Main benefits include:

- Support for automated migration of **physical, virtual, and cloud servers**.
- **No infrastructure** to deploy on the customer site. Simply install the Cloud Path agent and migrate the server via the easy to use web console.
- **Zero Risk**, "pay as you go" licensing.
- Support for migrations to Rackspace Open Cloud is coming in November 2012.

## Solutions For OpenStack Cloud, Managed Cloud, or Private Cloud

Racemi's Professional Services team can help customers migrate their existing servers to other Rackspace Hosting and Cloud services. Racemi's Services team leverages our patent pending technology to perform the migrations, saving customers time and money over other service providers.

Services include:

- Migration assessment - what apps should I consider migrating?
- Migration project - migrate servers "as is" and configure as necessary.
- OS upgrade - move to Windows Server 2008 R2 or later versions of RHEL/CentOS as part of the migration.

## What platforms does Racemi support?

- Target Cloud - Rackspace First Generation (RS Open Cloud support is coming in November 2012)
- Source Operating System
  - RedHat Enterprise Linux 4.x and 5.x based platforms (RHEL, CentOS)
  - Windows Server 2008 R2
  - Services only - Windows 2003, RHEL/CentOS 6.x, Oracle EL 5 & 6, SuSe Linux 10 and 11
- Source Hypervisors
  - VMware, Xen, Hyper-V, KVM

## What does Cloud Path cost?

Cloud Path MSRP starts at \$299 per migration with volume discounts to as low as \$30 per migrations. Be sure to check out <http://www.racemi.com/index.php/promotions> for the latest Racemi promotions.

## Where can I or my customer learn more about Cloud Path?

Visit <http://www.racemi.com> OR

Contact **Kathleen Thaxton**

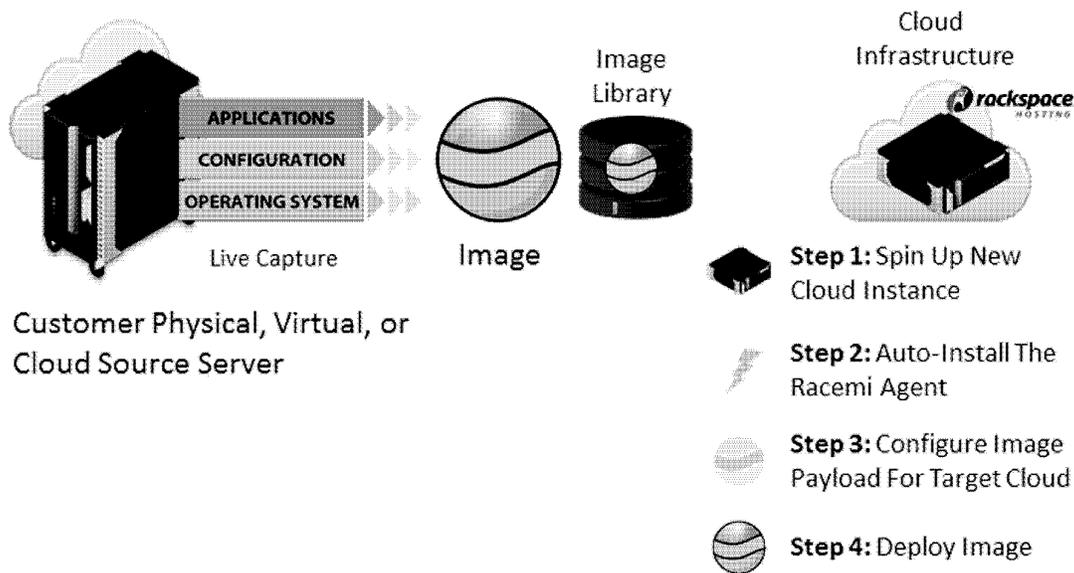
**phone:** 1-720-244-4897

**email:** [kthaxton@racemi.com](mailto:kthaxton@racemi.com)

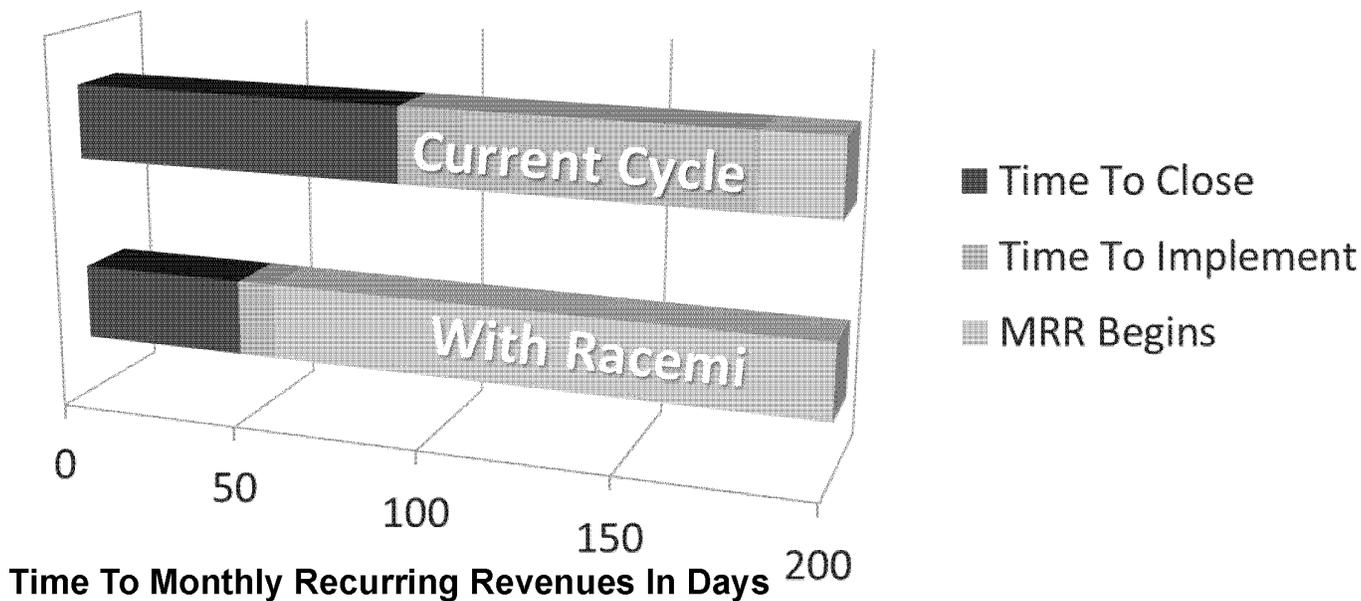
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Racemi captures the entire server “stack” (OS, application, configuration) and automatically configures it to run correctly on an Rackspace.



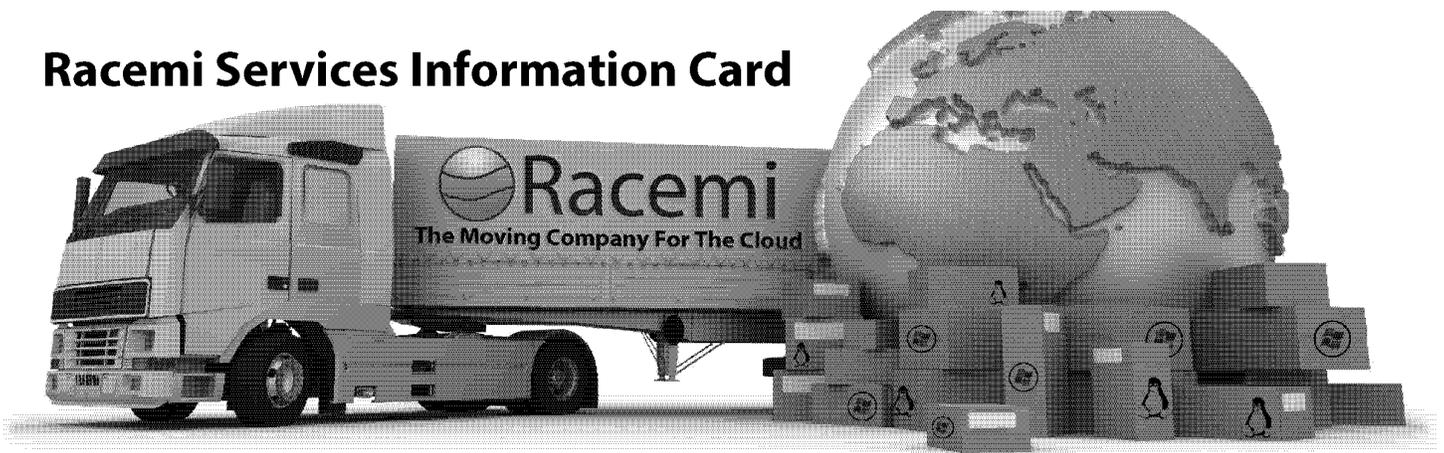
Racemi reduces the time it takes for Rackspace to close opportunities and implement customers.



### What People Are Saying

“For beleaguered systems administrators, the prospect of moving physical servers into cloud services from Amazon, Rackspace, Terremark or GoGrid via a point-and-click Web portal is little short of miraculous... Cloud Path should be a fast, low-touch, low-risk way to move into – and between – cloud providers.” - Rachel Chalmers, 451 Research

# Racemi Services Information Card



## Who Is Racemi?

- A leading provider of cloud migration solutions & services and a Rackspace Cloud Tools partner.

## Professional Services Solutions For Migrating to Rackspace

Racemi's Professional Services team can help customers with every stage of their cloud migration strategy, including the migration of their existing servers to **Rackspace Clouds, Managed Hosting, Private Cloud, and Dedicated services**. Racemi's Services team leverages our patent pending Dynamic Imaging technology to perform the migrations, saving customers time and money over other services providers. Racemi cloud migration services include:

- **Migration assessment** - which applications should I consider migrating?
- **Server migration** - migrate servers from customer data center to GoGrid & configure settings
- **Data synchronization** - ensure latest production data is migrated between servers
- **OS upgrade** - move to Windows Server 2008 R2 or later versions of RHEL/CentOS as part of the migration.

See the back of this card for more information on any of these services.

## What platforms does Racemi Migration Services support?

- Source Operating System
  - Windows Server 2008 R2
  - Windows Server 2003 R2
  - RedHat Enterprise Linux (RHEL) 4.x, 5.x, and 6.x
  - CentOS 4.x, 5.x, and 6.x
  - SuSe Linux 10 and 11
- Source Hypervisors
  - VMware, Xen, Hyper-V, KVM
- Target Rackspace environment
  - First Gen Cloud
  - Open Cloud
  - Private Cloud
  - Managed Hosting and Dedicated Hosting

## How much do Racemi Services cost?

Talk to a Racemi Services professional about the scope and complexity of your project and receive a free quote - it's that simple!

## Where can I or my customer learn more about Racemi Services?

Visit <http://www.racemi.com> OR

Contact **Kathleen Thaxton**

**phone:** 1-720-244-4897

**email:** [kthaxton@racemi.com](mailto:kthaxton@racemi.com)

## Supported Rackspace Cloud and Hosting Environments

### Rackspace First Gen Cloud or Open Cloud

Racemi enables the conversion of a local system, whether it's physical or virtual, into a full-fledged cloud server. Additionally, for Linux based systems, customers have the ability to migrate a 32-bit local system to a 64-bit cloud server or change the OS version of the deployed server to best suit the

### Managed Hosting

Includes the automatic installation and configuration of the system so they match the requirements of Rackspace Managed Hosting environment.

### Dedicated Physical

The customer servers are configured automatically upon deployment to operate optimally in Rackspace's Dedicated Physical offering.

### Private Cloud

The servers are deployed and automatically configured to operate in the Rackspace Private Cloud.

## Available Professional Services

### Migration Assessment

Racemi Professional Services will help you determine which of your applications make sense in the cloud by looking at criteria such as technology fit and potential cost savings. We then help you determine how best to migrate those applications, and what changes need to be made for those workloads to function correctly in the cloud or hosting environment.

### Server Migration

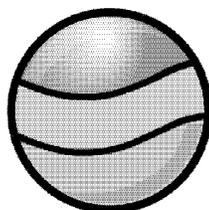
A Racemi Professional Services representative will actually perform the migration of your physical or virtual server for you using one of Racemi's patented server migration applications.

### Data Synchronization

Racemi will help you ensure that production applications have the latest data by syncing the data between the source and target server prior to cut over to ensure the new cloud or hosted server has the latest data.

### Operating System Upgrade

Some customers want to upgrade their OS to a later version as part of the migration process. Racemi Services personnel can help you determine the best upgrade path, migrate the application, and ensure it is functioning correctly in the target cloud or hosting environment. Racemi can even help you upgrade from 32 bit to 64 bit in the process!



**Racemi**  
Cloud Migration Simplified

---

**From:** Lawrence Guillory <lguillory@racemi.com>  
**To:** James Strayer <jstrayer@racemi.com>  
**CC:** Patrick Bryant <pbryant@racemi.com>  
**Sent:** 9/20/2011 1:10:27 PM  
**Subject:** Re: cloud path

Ok, lets go with it.

Sent from my iPhone

On Sep 20, 2011, at 10:07 AM, James Strayer <jstrayer@racemi.com> wrote:

Two words makes it easier to expand the brand in the future with things like: Cloud Manager; Cloud Monitor, etc.

Not that we would use those names, just illustrating the concept.

---

**From:** Lawrence Guillory [mailto:lguillory@racemi.com]  
**Sent:** Tuesday, September 20, 2011 11:05 AM  
**To:** James Strayer  
**Cc:** Patrick Bryant  
**Subject:** Re: cloud path

Errrr, ok me, two words maybe?

Sent from my iPhone

On Sep 20, 2011, at 9:45 AM, James Strayer <jstrayer@racemi.com> wrote:

CloudPath is trademarked by a services company currently

**From:** Patrick Bryant [mailto:pbryant@racemi.com]  
**Sent:** Tuesday, September 20, 2011 10:32 AM  
**To:** James Strayer  
**Cc:** Lawrence Guillory  
**Subject:** Re: cloud path

I vote for one word. Either Cloudpath or CloudPath

On Sep 20, 2011 12:11 PM, "James Strayer" <jstrayer@racemi.com> wrote:

> Do we want Cloud Path or Cloudpath?

>

>

>

> James Strayer

- >
- > VP Product Management and Marketing
- >
- > Racemi, Inc
- >
- > Mobile: 801-368-2543
- >
- > [jstrayer@racemi.com](mailto:jstrayer@racemi.com)
- >
- > <http://www.racemi.com>

---

**From:** James Strayer <jstrayer@racemi.com>  
**To:** Karen Docherty <kdocherty@racemi.com>; Scott Mewett <smewett@racemi.com>  
**Sent:** 3/1/2012 12:48:23 PM  
**Subject:** RE: Cloud Path name

I have a trademark submitted as of last September – the USPTO have some clarifications they need, but I think we will get Cloud Path.

---

**From:** Karen Docherty [mailto:[kdocherty@racemi.com](mailto:kdocherty@racemi.com)]  
**Sent:** Thursday, March 01, 2012 7:17 AM  
**To:** Scott Mewett; James Strayer  
**Subject:** Cloud Path name

Gentlemen,

I did a Google search last night as part of my research for ticket #995 (Several customer-facing places where we have CloudPath not Cloud Path) and I noticed that Cloudscaling has an offering called Cloud Path (<http://www.cloudscaling.com/solution/cloud-path/>).

It looks like a services offering and it doesn't look like they have trademarked the term, but I wanted to mention it as I hadn't seen this result in previous Google searches.

Karen

Karen Docherty

Senior Technical Writer  
**Racemi, Inc.**  
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[www.racemi.com](http://www.racemi.com)

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RAC0000375

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**From:** James Strayer <jstrayer@racemi.com>  
**To:** Scott Leerssen <sleerssen@racemi.com>; Scott Mewett <smewett@racemi.com>  
**CC:** Patrick Bryant <pbryant@racemi.com>  
**Sent:** 10/17/2011 3:02:22 PM  
**Subject:** RE: cloudpath already trademarked?

Yes, found both in our initial search about a month ago, but they have updated their website since then. The filing is in and we are waiting on approval – we'll see what happens. We tried to make our filing sound as unrelated as possible : )

The truth is that every "cloud \*" term is taken in some way, shape or form. They awarded CloudPath and Cloudpath so hopefully they will award Cloud Path.

---

**From:** Scott Leerssen [mailto:[sleerssen@racemi.com](mailto:sleerssen@racemi.com)]  
**Sent:** Monday, October 17, 2011 12:48 PM  
**To:** Scott Mewett  
**Cc:** James Strayer; Patrick Bryant  
**Subject:** cloudpath already trademarked?

I just did a quick google search on cloudpath to see if I'd get a hit, and, sure enough, found pathway communications with cloudpath as a registered trademark. I think the rules for registered trademark usage permit the same name to be used for products that are in unrelated fields, but that might not be the case here. Here's the link:

[Cloud Computing Service Providers in Canada | Cloud Hosting & Storage | CloudPath™](#)

This is probably another collision that could cause trouble:

[Cloudpath Networks - About Cloudpath Networks](#)

---

**From:** Lawrence Guillory <lguillory@racemi.com>  
**To:** James Strayer <jstrayer@racemi.com>  
**Sent:** 8/24/2011 12:52:42 PM  
**Subject:** RE: cloudconnect.com

Spoke to the owner, he is the former SVP Marketing at DropBox launching a business in connecting clouds and plans to have it live soon.

Think we need to brand where we have a domain name as well. What are the other top options?

Rgds,  
L.G.

Lawrence Guillory  
CEO  
**Racemi, Inc.**  
Office: 678.324.5687  
Cell: 770.856.4441  
[lguillory@racemi.com](mailto:lguillory@racemi.com)  
[www.racemi.com](http://www.racemi.com)

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---

**From:** James Strayer [mailto:[jstrayer@racemi.com](mailto:jstrayer@racemi.com)]  
**Sent:** Wednesday, August 24, 2011 12:23 PM  
**To:** 'Lawrence Guillory'  
**Subject:** [cloudconnect.com](http://cloudconnect.com)

<http://cloudconnect.com/>

error page is the only thing that shows up

frankly, these days it is just as effective to do something like [cloudconnect.racemi.com](http://cloudconnect.racemi.com) which is what Amazon does for all of it's AWS services.

James Strayer  
VP Product Management and Marketing  
Racemi, Inc  
Cell: 801-368-2543  
[jstrayer@racemi.com](mailto:jstrayer@racemi.com)  
<http://www.racemi.com>

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**From:** Lawrence Guillory <lguillory@racemi.com>  
**To:** James Strayer <jstrayer@racemi.com>  
**Sent:** 8/26/2011 11:11:01 PM  
**Subject:** RE: more naming ideas

Like cloudpath & pass.

All are owned.

I think Updraft is really cool. Favorite of the new ones so far.

L.G.

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**From:** James Strayer [mailto:[jstrayer@racemi.com](mailto:jstrayer@racemi.com)]  
**Sent:** Thursday, August 25, 2011 10:23 AM  
**To:** 'Lawrence Guillory'  
**Subject:** more naming ideas

Still like **Cloud Connect**. I am guessing the Dropbox guy is probably in the funding phase and probably 12 months out. We could build enough brand recognition in the meantime that he would likely change the name to avoid conflict. I do worry a little about the keyword advertising costs, thanks to Google's Connector product.

Having said that, here are some alternatives I thought of last night:

- **Cloud Path** – it's the path you take to get to the cloud. Simple, intuitive, direct. Domain name is taken but there is only an error page up. There is a [cloudpath.net](http://cloudpath.net) that is up and has the TM for "Cloudpath" however. We could always mark Racemi Cloud Path or make a case for having a space in the mark as a differentiator.
- Thought up some variations as I like the general concept
  - **Cloud Pass** – parking page. No registered marks. Reminds me of a hall pass from school – you can go where ever you want.
  - **Cloud Course** – parking page, no TM

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